# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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Vol. CLXVII, No. 1

NEW YORK, APRIL 5, 1934

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### FORTUNE FOLLOWS FASHION



but what does fashio

As MUCH a part of the season as the breezes that blow and the buds that bloom are those other unfailing spring omens—new shoes by Stetson.

A true index of fashion, these shoes, for Stetson makes every kind and color to complement smart clothes. Shoes for the country—wing-tipped brogues with their very English good-looks—shoes for town—an open front oxford to go with the sort of suit every woman dreams of—shoes for dress, seen in one of those special little restaurants.



Yet the new shoes do not come upon the spring scene casually or unheralded. Aided and abetted by N. W. Ayer & Son, Inc., Stetson schemes and con-

trives, each spring, to fit the new shoes to the forecasted new ward-robes. A stylist, suggested by Ayer; a fashion booklet, prepared by Ayer; and a series of sprightly advertisements, "shoe-shots" by Ayer, are ready with the first robin to say that spring and Stetson are here!

Fortune follows fashion, but fashion follows foresight!

## N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA
New York . Boston . Chicago . San Francisco . Detroit

London . Montreal \* Buenes Aires \* San Paulo

## A Gain of Over Half a Million Lines

### IN TOTAL PAID ADVERTISING

Among Boston newspapers the Herald-Traveler leads the way in linage recovery. During 1934 up to March 28th in Total Paid Advertising the Herald's total of 2,813,357 lines exceeded the total of the second paper by 457,736 lines; the Herald's actual gain of 538,178 lines was a larger gain than that of any Boston newspaper.

As usual during this period, in the major classifications of retail, general, financial and classified advertising the Herald led all Boston newspapers.

## BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.
New York Chicago
Detroit Philadelphia
San Francisco



For seven consecutive years the Herald-Traveler has led all Boston newspapers in total paid advertising. Cure If can But the

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Vol. CLXV Entered a

## PRINTERS' INK NEW YORK, APRIL 5, 1934

This Week

AW can curb an epidemic of L hydrophobia. But law cannot cure rabies.

If they are overt enough, law can punish the sins of advertising. But only righteousness can defeat the impulse to sin.

Thus simply can be expressed the problem of keeping advertising

honest.

This week we answer a reader who, citing the editorial, "Let's Face the Music," which appeared in PRINTERS' INK March 8, asks bluntly:

Why not take the next step and name names? Must decent advertisers, honest advertisers, leave it to Washington to stigmatize the guilty and drive them out of advertising?

Briefly, our answer is this: To name names would be to produce interesting reading-but to miss the target. We are aiming at causes. The causes lie within. And how they lie!

If advertising is to be disinfected, advertising must kill its own germs-and at their sources.

To quote a paragraph from this week's leading article—to quote it here in order that it may appear in this issue twice—the solution, as PRINTERS' INK sees it, is this:

Let decent advertisers refuse to be scapegoats for the other kinds; let agents refuse to write or handle copy that they know is questionable and refuse, besides, to originate questionable ideas; let publishers refuse to print the kind of copy that is not above reproach, or that will be laughed at or sneered at by thoughtful consumers.

There, in fewer than a hundred words, is an advertising code.

And a man's own conscience, be

it remembered, is more potent than a horde of policemen.

Of all the offenses of which advertising is guilty, none is more harmful to advertising itself than the felony of bad taste; for, philosophically, that which offends good taste offends civilization.

To lie to a man intelligent enough to detect the falsehood is to subject his intelligence to insult. To try to dazzle him with inflated rhetoric is to invite, first, his distrust, next his disbelief, and finally his ridicule.

To flaunt at him a pageful of over-blown ideas trigged out in florid and viny verbiage is to win for yourself a runner-up's position in what Arthur H. Little sets up this week as the all-time sweepstakes in blind, thick-headed bumptiousness.

The championship he awards, hands down, to one Dr. Edward Harwood, courageous Englishman, who, in the 1760's, re-wrote the New Testament.

Offering the doctor's achievement as an example of how not to write, Mr. Little has titled his piece. "How Harwood Helped."

. . . When you read between the lines of too-enthusiastic copy and seek its underlying-or ought we to say its over-lying?-causes, you do not invariably detect an excess of true enthusiasm. Copy that lies usually is mendacious because it intends to be. Its falsity is deliberate. And there is a line that can be drawn, and easily, between pseudo-enthu-siasm and the kind of excitement that bubbles because it cannot remain calm. It is in the creation of the honest sort of enthusiasm that Humphrey M. Bourne, advertising

years the all Bosotal paid manager of the Hoffman Beverage Company, writing under the title "If Einstein Were a Writer of Advertising" admonishes advertisers to "run a fever."

Yet advertising, as witness its line of would-be neophytes who wait without its gates, does hold attractions. Daily our mail brings in the question: How can I get into advertising?

In our issue of January 5, 1928, Roy Dickinson essayed an answer. So well did he accomplish the difficult task that, since the appearance of his article, reprints of it have gone by request to men and women everywhere—not only to the youngsters, but also to their elders.

This week we re-publish Mr. Dickinson's "How Shall I Break into Advertising?"

With college commencements just around the corner, its reappearance is timely.

Robert W. Palmer writes, thoughtfully, about Sales Letters vs. Pep Talks. Pep letters to salesmen, he says, are out. "The end came when it was no longer humanly possible to trump up enthusiasm that was not transparently false."

Standard Oil of Indiana uses weather charts as campaign guide \* \* \* Direct Mail Advertising Association substitutes exhibits in fifteen cities for annual convention \* \* \* NRA order tightens drug code \* \* \* General Tire increases appropriation forty per cent \* \* \* Virginia and West Virginia permit liquor advertising \* \* \* Canada censors medicine broadcasts \* \* \* National drive started on Dr. West's "Double-Quick" Tooth Paste \* \* Canadian Industries Limited uses sixteenpage insert in three magazines \* \* \* Aetna issues unusual automobile show booklet.

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ass-....98 Walk to the newsstand of the finest hotel you know in New York—and ask what magazine—weekly, general, women's or class—sells best.

THE NEW YORKER
25 WEST 45th STREET
NEW YORK CITY

# A Good Spot for Sales Pressure

MILWAUKEE is flashing all the signals for greater sales activity—

- Factory payrolls were up 63 per cent in January over a year ago and further gains have been made in the past month.
- Department store sales were up 26 per cent in February over a year ago, according to the Federal Reserve report. Retail advertising linage in The Milwaukee Journal was up 28 per cent in February and 60 per cent in March as compared to a year ago.
- Circulation of The Milwaukee Journal is up 6,000 copies over a year ago.
- Your sales should be up in Milwaukee. The Journal is the only newspaper you need for the advertising job. Investigate this market!

THE MILWAUKEE JOURNAL

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# Advertising Needs Cleaning from Within

A Call for Action by the Honest and the Decent

NEW YORK

Editor of PRINTERS' INK:

Your leading editorial, "Let's Face the Music," March 8 issue, is a good curtain lecture. I hope this is just

a starter.

You ask: "What are honest advertisers going to do about it?" Fine! But—who will do the nominating, or define "honest advertisers" when no one admits guilt and apparently no one is willing to point out the guilty?

Just who are the "fakers, charla-

tans and crooks?"

True, "the handwriting is on the wall"—but so in countless other instances has it been on the wall, but translated only by a small minority. Perhaps the majority still believe advertising a great game.

Who dares make your editorial a real issue in the next A.N.A. meeting? What will the answer be from the Four A's? Right now would the P.P.A. or the A.N.P.A. dare offend agency and client? Are there any initials, representing any group, which will call a halt upon what you characterize as "certain advertisers who address themselves to the morons—to the lunatic fringe?"

Mr. Editor, your editorial too calmly expresses the righteous indignation of many members of the advertising profession. But it's time names were called. Generalities will get nowhere. Must we leave it to Washington to call the names and

save us?

Must we leave it to a Government psychiatrist to tell us that the American people are not suffering from jangled nerves, jitters and whatnot? That they are not pencil-chewers, head-scratchers and nail-biters who are safe so long as they buy and use certain products? Must we wait for a Federal Commission, representing Mr. and Mrs. Consumer to tell us how, when and where to use a "paid for" testimonial?

Look at the New York Stock Exchange trials and tribulations. Undoubtedly there were members in that organization who "saw the handwriting on the wall" and yet Washington had to step in with

what a heavy foot!

The smug and smart guys who infest advertising will never be put in their place by mere generalities.

HARRY J. WINSTEN.

THE editorial that caused Mr. Winsten to beat upon the war drums was a discussion of the melancholy fact that a large element among the better class of consumers is either suspicious and distrustful of advertising or frankly refuses to believe it.

Our remarks were inspired directly by testimony given before the Senate Commerce Committee in Washington during the recent public hearings on the Copeland Bill. Miss Alice Edwards, executive secretary of the American Home Economics Association, and

several other able women gave, to quote from the editorial, "the unmistakable impression that they looked with suspicion upon all branded merchandise." And because of their background and the powerful organizations they represent, what they said was enough to cause any intelligent advertiser to look upon the future with no little apprehension.

Mr. Winsten, in summoning the warriors to battle on this issue which must now be fought out (it has been postponed far beyond the danger limit already) calls for

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something more than mere generalities; he wants Printers' Ink to mention names and specific facts.

This, if we may make bold to say so, would be relatively a minor element in the situation. It would be merely rehashing data that are already painfully familiar to all the leading organizations of advertisers, publishers and agents.

Edward L. Greene, general manager of the National Better Business Bureau, has stacks and stacks of evidence in his files.

The iniquities of crooked advertisers are so universally known and are so openly and brazenly practiced as to constitute a scandal.

The great need, therefore, is not another re-telling of this old, old story.

The whole root of the trouble, instead of being the absence of evidence of which there is more than plenty, is rather the fact that nothing really useful and constructive has been done about it.

Sincere advertisers have of course made certain moves toward eliminating some of the flagrant evils, the existence of which is known to everybody. But their methods have been either dilettante or too ladylike. They have tried to use persuasion instead of blackjacks.

Reasoning with some of these advertising malefactors is wasted. They understand it well enough, but head-cracking is the only language they respect and fear.

As an example of this, consider the case of the Advertising Review Committee.

The Better Business Bureaus jointly and severally constitute a mighty force for merchandising righteousness. This nation is a better place because of their activities. Without them the advertising

crooks, big and little, would find the sledding fairly smooth.

But the Better Business Bureaus can only go so far. If an advertiser misuses the mails or breaks criminal statutes in other respects, the bureaus can have him prosecuted and perhaps locked up. If his offense is in the misdemeanor class, the bureaus in twenty-five States where the Printers' Ink statute is in force can drag him into court and have him fined. Much of this invaluable police work has been done and naturally it will continue.

But in the larger aspects of the problem, the bureaus' activities must of necessity be those of a guide or advisor. Many of the reprehensible acts practiced by advertisers today are not criminal in a strictly legal sense. They are offensive to all ideas of propriety, decency and fair dealing; but there are many of them that are clearly beyond the reach of statutory punishment.

In dealing with offenses in this latter category, the Better Business Bureaus can recommend reforms and perhaps threaten damaging publicity. And their powers in this direction are by no means to be regarded lightly.

But even with the Bureau's limited outlets for publicity, certain advertisers who respected and feared the bureaus, objected to any standing it might assume as a court of last resort.

At this juncture the Review Committee was formed. It was made up of high-class and able men who were willing to sit in judgment upon any complaint an advertiser might have as to his dealings with the Better Business Bureaus. The committee planned

#### IT DARES TO BE DIFFERENT

# WHAT THIS NEWSPAPER OFFERS TO ADVERTISERS

1. A Newspaper conceded to be among the world's leading authoritative publications.
2. Good Company—advertising confined to carefully selected, reliable advertisements.
3. Regional Advertising at Regional Rates; three editions daily—Atlantic, Central, Pacific.
4. A group of Readers noted for their response to the advertisements.
5. "Tie-In" Advertisements, published by merchants in hundreds of cities, featuring products nationally advertised in the Monitor.
6. Weekly Rotogravure Magazine Section, surveying world affairs.
7. Two-color and Four-color Rotogravure Advertising, available in the Magazine Section.

# THE. CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society

NEW YORK OFFICE - 500 FIFTH AVENUE

Other Branch Offices: Detroit, Chicago, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle, Miami, London, Paris, Berlin, Florence, Geneva.



AN INTERNATIONAL DAILY NEWSPAPER

5, 1934 d find

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to act as a referee, so to speak. Theoretically, its decision was supposed to be final and the erring advertiser was expected to accept the verdict and act accordingly.

The net results of this Review Committee's activities up to date, so far as advertising as a whole knows, are exactly nothing. Advertisers accused of this or that flatly refused to discuss with other advertisers their methods. They objected to being summoned before any exofficio tribunal, no matter how fair and able that tribunal might be.

Other kid-glove activities, designed to correct crying evils in advertising, might be mentioned here, but the space would be wasted; they are as well known as are the evils that now exist.

They have been largely evangelistic efforts, designed to snatch sinners from the wrath to come for the security of their own business souls, but more especially because their activities made the whole of advertising suffer-which is what it is doing right now, as witness the unfriendly and critical, and even hostile, attitude manifested by powerful consumer organizations such as the American Home Economics Association. It must be remembered, too, that schools, colleges and learned societies are conducting conferences and giving courses on consumer problems. The movement is growing-make no mistake about that.

There has been plenty of preaching and it has accomplished some good. But now the time has come to quit preaching and commence cracking heads.

We refer here not to the cracking that can be done through the courts—using, for example, legislation such as the Copeland Bill. If this bill becomes law and is vigorousy enforced, only a relatively small portion of existing abuses can be remedied. The same would be true if even a more stringent law were enacted to apply to the advertising of every product under the sun—the only difference being in the latter case, that advertising would be killed and then there would be nothing left to worry about.

It is going to take a great deal more than law—any law—to enable advertising to purge itself of many of the evils that are strangling it.

Please notice that we say purge itself.

For in no other way can the real reformation be accomplished. Fear of hell fire and eternal damnation may scare people into a semblance of goodness. But the alleged goodness is always open to suspicion unless a real cleansing process can come from within. And when it does come it is obvious and apparent, as is everything that is genuine; no press agentry is needed.

At the risk of being a bit tiresome, we say here as we have said many times before that if advertising—meaning advertisers, publishers and agents—had done a real job of self-cleansing when it should have been done, there would now be no organized enmity on the part of consumers, no Copeland Bill.

Advertising has been playing around and dawdling along with a question which has now grown to be a positive menace. While half-heartedly trying to stamp out deliberate lying and fakery—and usually, truth to tell, shoving the responsibility and the dirty work over onto the other fellow—it has paid foo little attention to the ludicrous and the nauseating. Child-

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210,000 Men...
FOR THE LOWEST MILLINE
RATE IN ITS FIELD...



HERE'S the hottest buy in the whole men's field today—an all-man's magazine with an actual net-paid circulation of 210,000 mechanically-minded men and young men, which you can buy until the October issue for the old rate of only 70c per line—\$125 per page. Figure it out! The milline rate is exactly \$3.33; and the page rate per thousand, which is guaranteed at \$1.00, is actually less than 60 cents! Compare that with prices you are paying elsewhere for solid masculine circulation!

#### A Gain Every Month

Ever since October, when we started to "give the circulation its head," Modern Mechanix and Inventions has been increasing each month. And it's held that new circulation—60,000 ner readers since October.

#### Highest Percentage of Newsstand Sales

And the significant part is that Modern Mechanix and Inventions has the biggest percentage of circulation sold on newstands, in the field. Modern Mechanix and Inventions' gains can't be dismissed on account of clubbing and deals. Write the nearest Modern Mechanix and Inventions office now and find out why that circulation is gaining and holding its gains; and why Modern Mechanix and Inventions advertisers are also gaining, and holding their gains.



Member of Audit Bureau of Circulation

#### MODERN MECHANIX PUBLISHING COMPANY

New York

Les Angeles 705 Bendix Bldg. Minneapolis

919 N. Michigan Ave.

San Francisco 1625 Russ Bidg ishness, bad taste and catering to the lower impulses have been touched upon only lightly.

These latter evils, we believe, are more responsible for advertising's present dilemma than are the operations of the crooks, fakers and tricksters. Just as much so, anyway.

This will continue to be true, regardless of anything heavy-footed and perhaps heavy-minded legislators may attempt. The Copeland Bill, after all, is more or less an incident. It may do some good and it may not; one guess is as good as another. It will probably also do some harm. But it had to come for the reasons above stated; and if it hurts the decent advertiser, he cannot truthfully attach the blame to anybody but himself.

All these things being true, decisive action can hardly be delayed any longer.

Who, then, is going to take the lead?

Mr. Winsten dares the Association of National Advertisers to face the issue fairly and squarely. He would also like to know what is the attitude of the American Association of Advertising Agencies. He wonders if the magazine publishers or the American Newspaper Publishers Association would "dare offend agency and client."

These associations, to confine the discussion to those mentioned by Mr. Winsten, stand for decency in advertising. They have fought for it, too. Their influence, moreover, is, of course, going to continue to be exerted in the right direction.

But we wonder if they are sometimes not maneuvered into defending certain advertisers, certain agents, and certain publishers who may not be altogether above reproach. Despite the high standards of all these organizations, there are bound to be some in the membership who can be classed as borderline cases. Why should the interests of these be permitted to prevent the majority from coming right out cold turkey and stamping upon certain advertising practices which everybody knows are flagrant?

What we mean is simply this: The decent elements in advertising can at least avoid fighting the battles of those who are under suspicion. When they are thus jockeyed or perhaps betrayed into such warfare, they weaken the splendid affirmative work which they are doing in other directions.

Some advertisers, publishers and agents do not look far enough ahead. They see the dollar just outside the door; and it is so close to them that they do not see the many dollars that they could get a year hence or five years hence if they insisted on advertising being right now the thing that it can be and that everybody knows it should be.

The whole solution, when you get right down to it, is rather simple after all: Let decent advertisers refuse to be scapegoats for the other kind; let agents refuse to write or handle copy which they know is questionable and also refuse to originate questionable ideas; let publishers refuse to print the kind of copy that is not above reproach or that will be laughed at or sneered at by thoughtful consumers.

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When this is done (and why can't it be?) consumer confidence will begin coming back with a rush.

We repeat: The thing cannot be done through the medium of enacted law. Federal and State agenrds of wiel may into border-workerests Self that

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annot be n of enate agencies can punish a few crooks and wield the big stick in a way that may scare a semblance of decency into some others. But the real work must be done from within. Self-regeneration is the only force that can give good advertising the

standing with thinking consumers that it deserves.

And the need for such selfregeneration is great. The crisis is here. If advertisers want to continue eating regularly, they had better meet it.

## Weather Guides Oil Copy

UNITED STATES Weather Bureau Records extending back fifty years have been pressed into advertising service by the Standard Oil Company (Indiana). Charts based on these data are being used in the company's new spring campaign on motor oils to demonstrate to motorists the advisability of changing to a heavier grade oil.

The temperature charts show what the average temperature has been for a given area in years past and also indicate the levels that may be expected in coming weeks. The appearance of the advertisements is timed to conditions in

various areas. The campaign opened in the Southern States in the company's territory on March 29. Two weeks thereafter it will start in Central States and two weeks later the program will begin in the North.

The advertising concurrently points out that the Standard "Servisman" uses precise information in recommending the grade of oil a motorist should use. The copy notes that he considers the make and model of the car, the expected temperatures in that driving area for the next few weeks and the kind of driving the motorist does.

## As Mother to Mothers

THE voice that, to American multitudes in war days, sang the Star Spangled Banner with a German accent and with a carrying, thrilling power that soared above the accompaniments of military bands is to go on the air and speak as one mother to another about the care of babies.

Madame Ernestine Schumann-Heink, mother of eight, grandmother of eleven and great-grandmother of four, will open, early in May, a series of broadcasts for the Gerber Products Company.

Gerber Products Company.

She will sing. In addition, she will talk; and, oddly enough, to the millions who have heard her singing, her speaking will be a novelty.

At seventy-three, her voice is still rich and full.

#### Kansas City Office for Getchell Agency

J. Stirling Getchell, Inc., has opened a branch office in Kansas City, Mo., with Karel Rickerson as manager. He was formerly with Campbell-Ewald, Detroit. In addition to its New York office, other branch offices of the Getchell agency are located in Detroit, Los Angeles and San Francisco.

#### Venida Names Donahue & Coe

The Rieser Company, Inc., New York, Venida hair products, has appointed Donahue & Coe, Inc., New York, to direct its advertising account. Radio and magazines will be used.

#### C. P. McDonald Joins Ruthrauff & Ryan

C. P. McDonald has joined the copy staff of Ruthrauff & Ryan, Inc., New York. Some years ago he headed his own advertising agency, previously having been with the Frank Presbrey Company, of which he was a vice-president.

#### Basford Advances Schink

William Schink has been appointed space buyer of the G. M. Basford Company, New York, effective April 15. For twelve years he has been assistant to the vice-president in charge of media and for the last two years assistant space buyer.



#### REPRESENTS BOONE MAN NEWSPAPE HEARST

New York Journal Albany Times-Union Syracuse Journal Rochester Journal Los Angeles Examiner

Boston Advertiser Albany Times-Union Syracuse American Los Angeles Examiner DAILY

Boston American Baltimore News Washington Herald Washington Times San Francisco Examiner

SUNDAY

Rochester American Detroit Times Omaha Bee-News San Francisco Examiner

Atlanta Georgian Chicago American Detroit Times Omaha Bee-News Seattle Post-Intelligencer

Baltimore American Washington Herald Atlanta American Seattle Post-Intelligencer

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# Not such strange mates as you might think

SHOES and salad dressing have one great point in common ... and so have all other types of merchandise . . .

They must be advertised continually, year after year.

The money you spent in advertising three years ago . . . or two . . . or one . . . will not sell goods today, unless you follow up today.

Markets change too quickly. Too many price cutters and unscrupulous "chisellers" are constantly gnawing at the foundations of business.

But above all, people's memory is too short . . . and their loyalty too feeble. As far as people are concerned, the Corridors of Time Started Yesterday.

Advertising sold your product to the public. By the same token, somebody else's advertising can unsell it.

That is why manufacturers must constantly maintain preeminent position in the estimation of the public . . . that is why manufacturers who have lost such a position must now regain it, before it is too late.

To both groups, the 27 Hearst newspapers represented by the Rodney E. Boone Organization afford powerful weapons in 14 of America's foremost market-areas... not alone to maintain public memory, but also to exert the persistent compelling pressure upon retailers that forces goods to be sold.

🛮 🖟 The Corridors of Time Started Yesterday 🔯 🔯

## NTS

American troit Times Bee-News

e American ton Herald American atelligencer CALL THE



BOONE MAN

RODNEY E. BOONE ORGANIZATION

HEARST ADVERTISING SERVICE

Chicago Detroit Cleve Philadelphia Rochester

Cleveland Bostos
Rochester Atlanta
Los Angeles Seattle



## In the Bag

THE good old distillers seem to be having an excellent time creating new and fetching packages for their wares. Just as many far-sighted brewers threw away oldfashioned labels when beer once more became legal, so have the distillers decided that whereas good liquor has to be of a certain age there is no reason why the container shouldn't be something that suggests 1934.

One of the trickier conceptions that have resulted from repeal is the new package used by the Old Prescription Co., Inc. The bottle for McCoy Whiskey rests comfortably in a burlap bag. Package and label, according to one of the company's advertisements, are copyrighted and infringements will be prosecuted to the fullest extent of the law.

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The puzzled hostess is likely to be more puzzled than ever these days as she stands before the packaged liquors in her favorite wet goods emporium trying to decide just which bottles will look best for Saturday night bridge.

#### Larger Campaign on Ice Cream Planned

A total expenditure upwards of \$1,500,000, it is estimated, will be spent by the National Dairy Products Company, New York, and its affiliated firms in an advertising campaign on ice cream. The campaign starts this week. Magazine advertising will be supplemented by newspaper and radio advertising placed locally by the various units. It is expected that about 200 papers will be used. Budgets are made up on the basis of 1933 sales for each unit. About 80 per cent of each budget will be spent locally.

#### E. T. Tomlinson, Jr., Joins Stock Exchange Firm

Everett T. Tomlinson, Jr., former president of Doremus & Company, ad-vertising agency, is now associated with Fenner & Beane, stock brokers, New York.

York.

He will be identified with the firm's department on public relations and advertising, and with special interests of Fenner & Beane both in the United States and in Europe.

Mr. Tomlinson was with Doremus from 1919 to 1933, first as executive vice-president and later, upon the death of Clarence W. Barron, as president.

## How Harwood Helped

Revising Holy Writ, This Old-Time Savant Left a Lesson on How Not to Write

#### By Arthur H. Little

In its rearward pages, specifically in the cozy and thoughtful cloister that is called the Contributors' Club, the April Atlantic directs attention, genially, to the labors and attainments of one Dr. Edward Harwood, who, in England in the 1760's, high-mindedly tackled the job of fixing up the New Testament.

Himself a scholar in Greek, the gifted and daring doctor applied his translatorial talents to revamping the "bald and barbarous language of the old, vulgar version," to the end that he might "induce persons of a liberal education and polite taste to peruse the sacred versions."

volume."

In order that cultivated persons—persons, for instance, like himself—might read them with safety and with comfort, the Scriptures, as the doctor viewed them, needed civilizing.

Further, Dr. Harwood had worried, considerably, about Youth. Already, even in the England of the well-intentioned but narrowminded and irascible George III,

Youth was on the loose.

Yet perhaps all was not lost. At any rate, Dr. Harwood would do his best. By the "innocent stratagem of modern style"—and the italics, incidentally, were his own—he would undertake to lure the errant younger generation into reading a book "which is now, alas! too generally neglected and disregarded by the young and gay, as a volume containing little to amuse and delight, and furnishing a study congenial only to the gloom of old age, or to the melancholy mind of a desponding visionary."

It was in 1768 that the doctor

It was in 1768 that the doctor released his completed work to the world. In contrast with the stylistic Pegasus that he sent cantering, elegantly, through its florid pages, he titled it, restrainedly, "A Liberal

Translation of the New Testament." And liberal it was—liberal to a point approximately 4,000,000 light years beyond mere license.

For example, in the King James Version, a passage of Greek had been translated to read, "The Lord is with thee." To Dr. Harwood, that simple assurance seems to have sounded pretty flat. It needed under-shoring and enlarging; and so the doctor rebuilt it into an edifice of rhetoric that proclaimed: "The supreme Jehovah deigns to select thee as the object of his love!"

#### Revamping the Sermon on the Mount

And thus—by way of another sample—did the learned doctor rerender, with the motive of improvement, the opening lines of the Sermon on the Mount:

"Happy are those who are endowed with true humility—for such are properly disposed for the

reception of the gospel.

"Happy are those who lament with unfeigned contrition the vices and errors of their past lives—for they shall be comforted with the cheering promises of the gospel.

"Happy are those who are possessed with a mild and inoffensive disposition—for they shall be enriched with the greatest happiness this world can furnish..."

The Atlantic feels that the Harwood work is "one of the forgotten books that least deserves its fate." For, says the Contributors' Club's writer: "I admit that if I were a professor of English in a college I should dish it out liberally to my students.

"Its vices are exactly those of many works of art of our time, but they appear more clearly in it than in contemporary literature. For we have no pride of kinship with it.

"If ever a time needed Cartesian clearness and distinctness of ideas,

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Doremus executive the death esident. ours does. And the best way to appreciate them is to learn the effect of their absence."

To which, of course, there is nothing to say except, "Amen!" And now I should like to see

And now I should like to see this Dr. Harwood closer up. Copies of his book are scarce; and he, himself, long ago was gathered, pen and all, to his fathers.

But it will be interesting, I think, to visualize him as he sat in his study and—if I may mix the metaphor only slightly—plowed and harrowed and cultivated the Bible.

I see him settle himself at his desk and sail, as you might say, into Matthew. Straight off, the going is tough. For, after the brief, opening paragraph that is merely a caption, Matthew plunges into the begats.

"Abraham begat Isaac; and Isaac begat Jacob; and Jacob begat Judas and his brethren;

"And Judas begat Phares and Zara of Thamar; and Phares begat Esrom; and Esrom begat Aram; "And Aram begat Aminadab; and Aminadab begat Naasson; and

Naasson begat Salmon;
"And Salmon begat Booz of Rachab; and Booz begat Obed of Ruth; and Obed begat Jesse..."

For lily-gilding purposes, I submit, that kind of material is far from ideal. But our doctor is resourceful. Where there are no lilies to gild, he plants a few of his own, gilds them—and goes on.

#### A Momentarily Disturbing Passage

He finishes with Matthew and assails St. Mark. And with Mark behind him he marches next, and unchecked, into Luke. And next comes John. Next, The Acts, and next the Epistles.

And now I see him falter. I see his eyes wander as, for a moment, he puzzles about something.

In Colossians I, Chapter 4, he had encountered an admonition that, in the Version of James, reads thus:

"Finally brethren, whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, what-

soever things are of good report; if there be any virtue, and if there be any praise, think on these things."

He lays down his pen and chews, thoughtfully, at the knuckle of a weary thumb. Could this that he just has read apply to him, Edward Harwood? "Whatsoever things are true, whatsoever things are pure, whatsoever things are lovely"—are these things that lie before him truer in the original, more honest, purer and more lovely than he can make them as now he assays to re-write the letters of Paul?

#### The Crusader Marches On

But not long does he hesitate. Not the Edward Harwood who has beautified the beatitudes. He says, "Tut! Tut!" picks up his pen and, with a flourish as if the hand held the sword of a crusader, he marches on.

He would! He marches on through the Epistles, through Thessalonians and Timothy and Titus and Hebrews, and then, in his stride, through James and John and Jude and Revelation.

And when he dots the final i and crosses the final t and plants the final period, he has achieved a distinction he scarcely could have anticipated. For, in the opinion of this humble commentator at least, he has won the all-time championship in blind, thick-headed bumptiousness.

Yet, for all that, I, too, should like to see him immortalized. I should like to see his Liberal Translation "dished out," not only in the colleges, but also in the advertising agencies and the advertising departments.

I find it in my heart to wish that the book of Harwood had been made required reading for the advertiser who, although he started with a quiver of simple, convincing, persuasive facts about a textile material, felt somehow constrained to present a picture of three impossible men and to say of them:

"This little group of serious thinkers is discussing the difference it makes since began to port: there these news. of a it he ward s are just, whatthese er in

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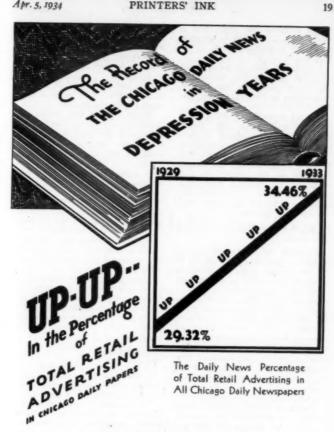
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The Daily News Percentage of Total Retail Advertising in All Chicago Daily Newspapers

. . . in the years when smaller advertising budgets had bigger jobs to do.

THE CHICAGO DAILY NEWS EVERY YEAR A YEAR OF LEADERSHIP

GEORGE A. McDEVITT CO., National Advertising Representatives, NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO weave comfort into everything a man wears. . . . This is the first real news in men's clothing in ten lifetimes."

I wish too that, as an example of what not to do, Harwood's translation could have been conned, in advance, by the copy writer who

lost himself in this:

"Smart assembly reveling in a sun-tan setting of the South Seas. . . . A symphony of sunbright days and star-decked nights . . of tropic languor spiced with the lust of living. . . . Hauntingly beautiful as the intangibles that make of life aboard these distinguished liners . . . a delectable, unbroken feast of the senses, emphasized by low cost."

#### Harwood Could Help This Copy, Too

A touch of Harwood as an antidote could have done no harm to the lyrical polisher who, in single-column next to the gutter,

burnished a continent-

"Fantasies in flesh, weird creatures that might have stepped from the prehistoric, make the wildest menagerie that ever frolicked through a fevered dream as tame as a parade of cats. You'll see and hear a rowdy kookaburra that laughs uproariously as he drops his living prey from highest treetop.

(And that must be nice!)
"Adventure will glorify every waking moment whether you stay a week, a month, a year-in gracious cosmopolitan cities-in flower-spread countrysides nacled with towering, blue-draped mountains-in a mystic Stone Age hinterland that still resounds with the eerie cry of the aborigine and the swish of whirling boomerangs."

(A quiet, pastoral spot for country boarders-if they're quick on

the dodge.)

"In Australia expect every delight you have ever known-golfing on emerald courses—bathing in velvet surfs—casting in quiet streams-trolling ocean waters in challenge to the world's sportiest game fish-then count on a thousand you have never imagined. . . .

Well, as far as I'm concerned,

one hitherto unimagined delight would be plenty—that one about the boomerangs. As I understand their peculiarities, those things hit you twice-going and coming. However, to proceed:

If it had been possible, I should have admired to present a Harwood to this rhapsodizer:

"Folks tell us that we've captured the rich, royal colorings and feelings of the past in these gor-- rugs and carpets. A King of France, or a Shah of Persia, or a Spanish grandee might have walked on some of the very designs from which you make your choice. . . ."

By way of demonstrating what can happen to truth when it is tinseled with imagination, I should have enjoyed presenting a copy, also, to the woodworker who wrote for a cosmetic account, and over the signature of the advertiser's

president:

"Among the many letters I receive, none touches me more than those seeking relief from skin eruptions. . . Please continue to write me regarding your individual beauty needs. I want to help you all I can."

#### Another Guilty Writer

I should derive righteous satisfaction, also, from donating a copy to the one who wrote this:

"If an entirely new cosmos were designed for women, certainly the French would be called in as consultants. For the Gallic genius gives life a subtle, gallant turn . . a flavor which delights the feminine soul."

Incredible as it may seem, that opening paragraph is the prelude to a piece of copy about a steam-boat line.

Perhaps the practical expedient would be, not to hand out Harwood personally, but rather to distribute him over a mailing list.

Immeasurably-even if negatively-he would help all advertisers who seem to believe that falsehood can be rendered into truth by mixing it with pseudoeloquence, and that fact can be made more factual by running it

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He would help those advertisers who, proceeding as Harwood did, seek to allure interest and invoke action by scrubbing the simple speech of truth and plating it with synthetic gold.

He would help those advertisers who, having heard about dramatization, seem now to believe that any idea, however trivial or however intrinsically undramatic, can be hammered into drama's shape with exclamation points.

And, finally, I should like to establish a mailing list of another

kind. I should like to send him to those amiable and discriminating souls who would read him, not for guidance, but for fun. Such as these would agree, I'm sure, that something I already have quoted will bear re-quoting. I take it, not from Harwood, but from the original:

Finally, brethren, whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report; if there be any virtue, and if there be any praise, think on these things.

## Direct Mail Exhibit on Tour

INSTEAD of an annual convention the Direct Mail Advertising Association, this year, plans to hold combination meeting-exhibits, in fifteen cities. This, in effect, means that the 1934 exhibit, which will be similar to that displayed at former annual conventions, will go on a road tour.

The first showing is being held this week in Baltimore under the sponsorship of the Advertising Club of Baltimore. On April 3 a luncheon meeting of producers and suppliers was held; on April 4 there was a general luncheon meeting followed by a conference on postal affairs; on April 5 an advertising students' conference, and

on April 6 there is to be a luncheon for advertising agency executives and advertising managers.

The exhibit is in three sections: A reconstructed display of the forty-nine functional uses of direct mail; the fifty winning campaigns, and exhibits of twenty-five suppliers.

The next showing is to be held in Atlanta starting April 10, with New Orleans, Dallas, Oklahoma City, Kansas City, Minneapolis, Milwaukee, Detroit, Cleveland and Pittsburgh following. The exhibit will then go to Boston for the annual meeting on October 9, thence to New York, Philadelphia, Cincinnati and Chicago.

#### New Campbell-Ewald Vice-Presidents

Edward E. Rothman, who has been with the Campbell-Ewald Company, Detroit, for thirteen years, has been made a vice-president and a member of the board of directors. He is the agency's account executive for the Buick Motor Company, George O. Leonard, who has been with the agency for fourteen years as contact man, has also been made a vice-president.

#### Food Account to Calkins & Holden

The Plews Puft Products Corporation, Buffalo, N. Y., has appointed Calkins & Holden, New York advertising agency, as advertising and sales promotion counsel for Oat Puffs.

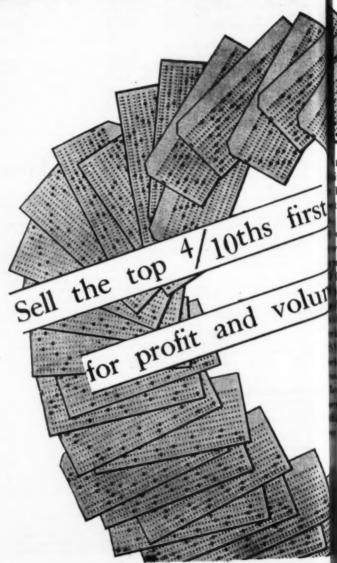
#### Kellogg Advertises Baseball Book to Boys

The baseball season starts off auspiciously for the youngsters of the diamond. The Kellogg Company, for one, is offering a free copy of a book of baseball instruction to purchasers of two packages of Pep. This offer is being featured in newspaper advertising. The book is distributed by retailers. As reported previously, Babe Ruth is going to do a job among the youngsters for Quaker Puffed Rice and Puffed Wheat.

#### Has Reed & Barton Account

Reed & Barton, Taunton, Mass., sterling silver and plated ware, has appointed Badger and Browning, Inc., Boston, as advertising and merchandising counsel.

### NEW YORKM POLK PUT



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## ORKOMES ON PUNCH CARDS

Now Sales and
Advertising Plans
for New York City can
be based on facts

t last the buying and reading its of New York City families known definitely. Indepently gathered by R. L. Polk & these much-needed sales data offered to executives by The York Times Advertising Dement.

IRST Big Fact shown is that op 4/10ths of New York City lies have 60 per cent of the hasing power. Here is the set for profitable volume.

COND Big Fact: The New Times carries an advertising age into Top 4/10ths Homes wer cost per home than any newspaper.

iny facts gathered by Polk the tremendous selling power of The New York Times. Here are a few of them:

The New York Times goes into more New York City homes having mechanical refrigerators than any other newspaper.

The New York Times leads all newspapers in \*"home-effective" circulation among New York City women buying street dresses costing over \$7.50.

The New York Times leads all newspapers in \*"home-effective" circulation among New York City families having checking accounts.

Such facts check with results of advertisers who placed more advertising in The New York Times last year than in any other New York newspaper.

\*"Home-Effective"-Received regularly in the home.

The New York Times

## Whispering Campaigns

Three Ways in Which Advertising May Be Used to Checkmate the Calamity Crooner

Telegram SEATTLE, WASH. Editor of PRINTERS' INK:

Can you refer us to articles reporting harm done by whispering campaigns—that is, reputations of products injured by "one man tells another" method, either through popular misconception or deliberate effort to spike sale of product? Wire us collect. We have WEEKLY and MONTHLY files.

WILLIAM H. HORSLEY. THE IZZARD COMPANY.

PERHAPS the most vivid instance in modern times of the harm that may be done by the unchecked whisperings of gossip mongers is the banking emergency of recent memory. Rumor-spread doubt was a prime factor in disturbing public confidence in virtually every bank in the country, with disastrous results to many otherwise sound institutions.

And while other circumstances contributed to the debacle, it stands as classic evidence that a policy of dignified silence is, to put it conservatively, expensive; that the trouble with the old saw about every knock being a boost is that the knockee may not live long enough to reap the inadvertent blessings.

Neither so spectacular nor so speedy, of course, is the arrival of the consequences of gossiping in the ordinary case of the individual manufacturer so assailed. But they are none the less threatening to the welfare of the business. PRINT-ERS' INK has records of many cases where companies, small and large, have been confronted, as the result of malicious or misguided whispers, with demoralization of salesmen, alienation of dealers, diminished confidence among creditors and investors and, finally and worst of all, loss of sales

The subject matters of insidious gossip are legion. They may range, and have, anywhere from leprosy among employees to accusations of foreign financial domination, in addition to the more usual murmurings about financial distress or "slipping." Human nature being what it is with regard to bad news, no reported existence of gossip should be dismissed without careful investigation, however ridiculous its substance may seem to one pos-sessed of full knowledge of the facts. In this connection it is always a pretty good idea to make sure the situation has not been exaggerated by the company's own salesmen as an alibi build-up.

Since it is impossible otherwise to reach the maximum possible audience of a whispering campaign, most manufacturers have found advertising to be a necessary weapon for stopping the spread of the rumors and setting aright the misinformed. Prosecution at law, where possible and feasible, is sometimes effective in plugging up the source.

#### When Competitors' Salesmen Are Guilty

Where, as is not infrequently the case, the bad news is being spread by a competitor's salesmen, results can often be had by friendly negotiation with the employers of the offenders. More often than not the malicious work is unknown to and unsanctioned by the management and in a number of instances of record this course has had the desired result. However, neither of these latter methods can be relied upon to remedy the mischief done among recipients of the gossip.

Advertising employed to checkmate the efforts of whisperers usually is devised along one of three general lines, whose selection may depend upon the nature and extent of the gossip and the audience to be reached. These are:

(1) Direct refutation. Here the

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o checkhisperers one of selection ture and the audiare: Here the copy takes frank and outright cognizance of the existence of the gossip and then batters it down with a vigorous barrage of cold fact. It is a prime requisite that the presentation be a forceful, factual and dramatic one. Probably no one has done a job of this type better than Colgate when, faced in 1921 with rumors of German ownership, that company came out with large advertisements offering \$1,000,000 reward to any one who could show that a single share of stock was held abroad.

(2) Indirection. Under this method the company takes the attack in stride. No outward recognition is paid the rumors, but statements refuting it are carried in regular selling copy, increased in frequency during the period. A special institutional campaign of general nature is sometimes used.

(3) Ridicule. The line dividing rumor from the ridiculous is nearly always thin. Under the right conditions, a little adroit kidding may not only dissolve the malice but turn tables on the whisperers and make them look silly. Examples of this type are rare, since such a course involves a considerable amount of restraint of the natural fury that exists in the heart of the attacked. But where used it has worked well.

Whispering campaigns have been especially numerous during the last several years, when the difficulty of getting business has increased the temptation to foster them and unstable conditions have served to heighten credence for almost any tale. Happily, this period seems to be passing. However, there exist today several important sources of potential rumor material which make it necessary to be watchful.

One is the current political fashion of slandering the "business in-terests," individually as well as collectively, with inflamatory halftruths about profits, executive salaries, code compliance and labor difficulty. A second is the still too widespread tendency among some advertisers to employ direct competitive attacks or inferential slurs on other products; not the least of the dangers of this sort of copy is the bad blood it stirs-always a fertile starting point for a consuming spiral of rumor. Thirdly we have the appearance of organized gossip as represented by at least part of the findings that represent "research" of various selfelected friends of the consumer.

All of which renders it appropriate to enter the reminder that the surest way of tuning out the calamity crooners is to administer an inoculation of sound, informative and consistent advertising. We have referred The Izzard Company to twenty-two Printers' Ink articles bearing on this subject—a list which anyone else may have if he

writes us for it.

#### Gets Mifflin Account

The Mifflin Chemical Corporation, Philadelphia, Mylin, Mifflin Rubdown and Spearmint mouthwash, has placed its advertising account with Howard Law and Company, advertising agency of that city. Magazine, newspaper, businesspaper and outdoor advertising will be used.

#### Deacon with Bourjois

E. N. Deacon has been appointed advertising manager of Bourjois, Inc., New York, Evening in Paris perfume, ctc. He formerly was with the Curtis Publishing Company.

#### Leonard P. Canty Appointed

Leonard P. Canty has been appointed Western manager at Chicago of The American Hairdresser, New York.

#### Goodman with Castle Films

Murray Goodman, for the last ten years a director and secretary of Bray Pictures Corporation, has joined Castle Films at New York. He will assume charge of Eastern non-theatrical distribution activities replacing Edward Mayer, general distribution manager, who now has his headquarters at Castle's Chicago office.

#### Drescher Leaves Valspar

Norman W. Drescher, vice-president in charge of sales and advertising for Valentine & Company, New York, Valsar varnishes, has resigned. He had been with the company twenty-three years and was closely identified with the advertising and sales policies which made Valspar one of the best known of brand names.

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SEP.-1.878 OCT.-2,045 NOV.-2,037 DEC.-2,08 JAN.-2,13 FEB.-2,225 MAR.-2,29

Apr. 5, 1934 , 1934

PRINTERS' INK

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which make an average of

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per circulation in America—larger than ever!

# If Einstein Were a Writer of Advertising

It is more than a coincidence that during the same week in which Mr. Bourne's article was received, PRINTERS' INK also got "To Advertisers: Revert," by Herman A. Groth, vice-president, Charles H. Touzalin Agency, published last week. At the same time in The Atlantic Monthly for April Earnest Elmo Calkins suggests the same theme in an article, "Homesick America." Because of the interest in old-time advertising we print this week not only Mr. Bourne's article, but some samples taken from successful campaigns of some years ago. Do our readers like these older advertisements better than the 1934 models? We should like to know.

#### By Humphrey M. Bourne

Advertising Manager, Hoffman Beverage Co.

WHEN Einstein thinks hard,

A good copy writer also works

that way.

One of the foremost writers of good advertising copy said, "After I'm through writing a piece of copy, I feel as if I had taken a licking."

By that he meant that he had put his heart and soul into it; that he did not write it leaning back in a rocking chair; that he thought more of his audience than he did of himself; that he was intent more on the sales result than on the impression on the boys at the round table.

Perhaps we can safely say that the king of them all, Claude Hopkins, (heaven rest his cogent soul), "ran a fever" whenever his master fingers touched the alphabetical keyboard.

His great and oft-repeated expression, "No-rim-cut; ten-per-cent-over-size"—coined in the days when art was secondary to salesmanship in print—paved the way for the lasting leadership of Goodyear tires.

His "Film on Teeth" forecast a great sales success for Pepsodent, since he put "film" literally on everybody's tongue. (And in so doing put to work a great psychological principle; reference to the

reader's own actual experience the greatest convincing force in all writing.)

Or, again, "Food Shot from Guns"—so compelling, so dramatic, that today his copy of twenty years ago is being repeated in toto, proving that while copy fancies come and go, the basic human appeal goes on forever.

#### "Flapdoodle" and Today's Copy

Has a lot of "flapdoodle" crept

into present-day copy writing?
"Came the Dawn." "Zephyr-kissed Waters." "When the Moon Comes Over the Mountain." "Hoo-hoo." "Wha-wha." Chalk up a mark to the fancy writer. (But how many have had their eye-teeth cut on a go-out-and-get-it mail-order campaign where words with innards must bring back a dollar pinned to the coupon?)

Test: Find a writer who has brought home the bacon the mailorder way, and you've discovered a real writer for 'most any kind of product.

Look at some of the advertisements. Last week's discarded talcum powder illustration apparently used for this week's nuts and bolts advertisement. "Trick" pictures and phrases which could be used just as adroitly (or not so adroitly) for

New

Dan

110 |

# 49,974 FAMILIES

Read
THE INDIANAPOLIS NEWS
Exclusively
IN MARION COUNTY

These families live in Indianapolis and Marion County. The News is delivered to their homes six days a week. They read no other Indianapolis daily newspaper.

\*Based on the Management Institute Nawspaper Survey of 79,289 homes within the corporate limits of Indianapolis and adjusted for February, 1934, circulation in the A.B.C. city circulation territory (Indianapolis and Marion County).

TOTAL NET PAID CIRCULATION FEBRUARY, 1934—144,701

## THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York: Dan A. Carroll 110 East 42nd Street Chicago: J. E. Lutz

180 N. Michigan Ave.

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## Some figures you'ca

PAYROLL:
10 Million Dollars Weekly
NUMBER EMPLOYED:
330,000
AUTO PRODUCTION:
41% Over 1932

Can there be any question that Detroit is leading the procession back to prosperity? Two weeks ago members of the National Automobile Chamber of Commerce announced pay increases to their 230,000 employes and Ford restored his famous FIVE DOLLAR DAY minimum. Since then the threatened Labor dispute has been amicably settled by President Roosevelt. Demand for cars is 'way abead of production. Detroiters are smiling and buying! What does it mean to you?

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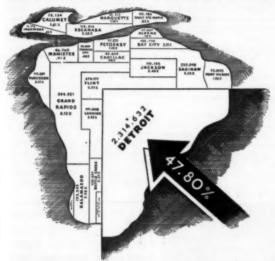
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Member

New A. KLE 50 E. 4 934

## can understand!

Below is pictured the Detroit trading area in relation to he rest of Michigan. This is the area where the automotive ctivity is centered and where 48% of the total population of Michigan lives. Over 60% of Michigan's industrial estabishments are here and 62% of the value of Michigan's manuactured products—an ideal concentrated market for making



les. Here The Detroit News has the greatest circulation any newspaper in Michigan and will give you the greatest verage of the homes where buying decisions are planned at made. There isn't another area in the United States so vantageously situated for successful selling because no ther area is experiencing such marked recovery. Test this arket now with a campaign in The Detroit News—the edium that carries 56% of all retail advertising approprious in Detroit.

## The Detroit News

THE HOME NEWSPAPER

Member Major Market Newspapers and Metropolitan Sunday Papers

New York
A. KLEIN, INC.
50 E. 42nd St.

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Chicago J. E. LUTZ 180 N. Michigan Ave any other product, by the mere transposition of names and trade-

What many of the lads need today is a Joe Geisinger lesson. "Yep, pretty picture; but where is the idea?" In those days every piece of copy started with the idea -an idea capable of being pictured-after which the copy virtually wrote itself, for the following reason:

A dramatic idea, even though moderately well presented, registers far more effectively than an encyclopedia of words with no central, selling idea.

Which comes first, the copy or the picture? Neither; it's the idea. Hence:

Food Shot from Guns.

No-rim-cut. Film on Teeth.

Body by Fisher. Beer in Brown Bottles. We wanted to list more. But, strange! Of the galaxy of advertised products, how comparatively few with a "brown bottle" idea come readily to mind!

And what a sad commentary it is on the volumes that are being written in the name of salesmanship in print.

Oh, yes, beauty galore. Paintings that run into the thousands. Phraseology that would arouse envy in the heart of a Harvard professor. But advertising demands more than to be read for just its own sake: To be most effective it must be planned and written to do a real job for the advertiser's sake and his dollars.

Hopkins, come back and lead us. Geisinger, may we never forget your lesson that the idea comes first. Dictionary, give us the meaning simple words so that effectiveness may never be lost in the glamour of words born of the writer's conceit. Simplicity, come to our aid when the xyz's of verbiage and grandiloquence would lead us from the known strait and narrow of sound writing, and our vast audience from the sure path of profitable returns from our advertising.

Rocking chair, make way for the hard bench. Fingers, catch up with ideas. Temperature, rise.

In app

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"When Einstein thinks hard, he runs a fever." Writer, match him.

X/E BUY lamp-chimneys by the dozen; they go on snapping and popping and flying in pieces; and we go on buying the very same chimneys year after year.

Our dealer is willing to sell us a chimney a week for every lamp we burn.

Macbeth's "pearl top" and "pearl glass" do not break from heat; they are made of tough glass. Try them.

Our "Index" describes all lamps and their proper chimneys. With it you can always order the right size and shape of chimney for any lamp. We mail it FREE to any one who writes for it. Address MACBETH, Pittsburgh, Pa



On this and the following page are examples of successful advertising published before 1920. Old timers will recognize quickly the master hand of John O. Powers in the Macbeth campaign.

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A Chine Egg may feel even al Hen, but it makes a mighty po-Omelet.

"FORCE" has been widely copied—in stere apparatuses, but there the likeness ends.

Anny fin

In appearance any one of these advertisements easily measures up to 1934 standards. Is the copy more direct and less full of frills than that of today?

## "Higher Mileage

- how can I get it?"

The 6- in 600-arr especimen of specimen

Total or a far comprome

Total or a far compro

A figure discourse or central at the contract of the contract

Targetin Service

Sterling Tires \$

#### Ever Watch a Super-Smoker Prepare His Pipe?

Coming back from a vacation in the Thousand Islands we were sitting in the smooting-com of our car, when a couple of men came in and took pipes out of their packets. Watch these follows now,

Well, they first now to it that the howle they last their pipes were clean and clear. Then they last their pipes acids and color out their tobacco pousless. From these pousless they took oblong alies of tobacco, last these aliess in their hands and began to rub then we into small bin.

They saw these and inlied to make stike and subbed and pinched and managed that takeson, making it ready for the pinc. They appeared it with turns and horfunger, they half it in the pains of the left hand and punnished it with the heal of the relative to the ready of the retine pain in the left and the retine paths it he half agant with their fingers

After they had ye dured the tobacce is small bits, they shape it derity, with a rollin motion of their pairs into little conical plas and slipped them had the bown of their pipes. Even the manner of

lighting the piper received special attention. They passed the match heat and forth over the technical lighting it probly garanding the forcers

ing the fire at every part the tobas

## Sales Letters vs. Pep Talks

Men on the Road Get Real Inspiration from Helpful, Brass Tack Bulletins

#### By Robert W. Palmer

IT seems to be generally agreed that "pep" letters to salesmen are out. They were hardy plants while they lived; their eradication was attempted vainly for a number of years. If it hadn't been for the depression, they would probably still blossom forth at regular intervals to bother salesmen.

The end came when it was no longer humanly possible to trump up enthusiasm that was not transparently false. Even in the heyday of pep letters and bulletins it was only salesmen of a certain type that were impressed and their sell-

ing spurred by them.

If the "pep" brand of sales ammunition is now but a memory (nobody can be dead certain it won't crop out somewhere any time), it doesn't follow that salesmen are now left to their own resources. Not many men are so self-sufficient that they are guaranteed selfstarters all the time. The purpose of this article is to attempt to discover the kinds of bulletins and sales letters that are now being

They should be "long on brass says one sales manager. They should be "written from personal contact," says another. They should "tell salesmen how and why others have been successful," says a third. Still another says they should be "idea" letters. Let's see how some of the letters and bulletins now going out qualify as to

these specifications.

First there are the processed bulletins of the Phoenix Mutual Life Insurance Company, with salesmen working out of branch offices. One of the factors that made a recent sales campaign successful was a daily huddle of the salesmen at each branch, at which was read a bulletin from the home office. These bulletins met with such general acceptance that they

are now being repeated. In reading the one which follows, check it against the requirements of a 1934 sales letter, listed in the preceding paragraph.

#### WHAT IS CONCLUSIVE EVIDENCE?

Ask any lawyer and he will tell you that you can't count on the testimony of a single witness. But when two witnesses are in agreement, the chances are 3 out of 4 that the tesmony is correct. And when three witnesses agree, the chances are 9 out of 10.

This gives particular significance to the attached bulletin about one of the most practical pieces of Phoenix Mutual sales equipment. Here is the way the bulletin hap-

pened to be written.

When the smoke had cleared away from the Big Push campaign, one of the winners was asked what he believed was responsible for his exceptional record. His answer was simple-"The Visual Sales Kit."

This was interesting. So we asked another leader the same questionand again received the same answer. Then we asked the third winnerand he, too, gave identically the

same reply!

Now here were three men, operating under widely different circumstances. One was selling in rural New England, one almost in the shadow of the Home Office, and one in Metropolitan New York. Yet each man, entirely independently of the others, and entirely unprompted, paid tribute to the Visual Sales Kit as the partner that did most to enable him to bring his best salesmanship into play and finish the Campaign with outstanding success.

Add to all this the total results recorded in the attached bulletin, and it is difficult not to share the enthusiasm of one of our managers who maintains that, no matter what S

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## Foreign Trade at BALTIMORE Port Shows 97.3% Gain for February



# THE SUNPAPERS IN MARCH DAILY (M & E) 271,151

New York: John B. Woodward, Inc. Detreit: Jos. R. Scolaro

Chicago: Guy S. Osborn, Inc. St. Louis: C. A. Cour Atlanta: Garner & Grant

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the circumstances may be—somewhere—sometime between the approach and the signed application—there is always an effective place for the "Visual Sales."

Hubert C. Skiff, agency secretary of the Phoenix company, summarizes thus the company's findings:

"We believe that when bulletins sent out to members of the field contain inspiration based on humaninterest stories from actual experiences or definite suggestions of improved sales methods, they are welcome by members of our organization."

#### Weekly Bulletin for 400 Salesmen

Another type of sales organization is that of The Todd Company, selling check protectors direct to the ultimate user—in this case men in business.

"It would be inconceivable," says R. J. Foster, Jr., manager of advertising and sales promotion, "for us to attempt to do business without the aid of a weekly bulletin to salesmen." This is understandable when it is known that the sales force numbers 400 to 500 men.

The bulletin was formerly an elaborate affair of sixteen to twenty-four pages, with many half-tone illustrations and frequently a cover in color. Two or three years ago the frequency of issue was reduced from one to four weeks, with a processed typewritten bulletin going out in the other weeks. A sign of the times is found in the fact that this year weekly papers were resumed, in four-page tabloid form.

The purpose of the bulletin is well told in a paragraph in the first issue of the current series: "Each week this new printed form will come to you, meaty and helpful, we hope. We invite you to use its columns for the re-telling of unusual sales experiences that will be helpful to others. Don't worry about writing. Give us your thoughts in your own way and we'll whip them into shape for publication and give you the credit."

The salesmen took this invitation

literally for in each of the five succeeding issues there was at least one article from a salesman, giving an idea about selling.

Here, for instance, is Julius Mentzel giving some advice founded on his experience on when to let the prospect do the talking. In a brief item Salesman Davidson throws out the hint that "Model 33" should be sold to banks, for many bankers will then become salesmen among their depositors. And in another issue a salesman shows why now is the time to line up County Clerks. The reason is that they make out their requisitions in May.

The bulletin contains plenty of material from headquarters; also the kind that would be classified under "brass tack," "idea" and "personal contact." The Todd bulletin, in fact, would get an "A" mark under each of the classifications of the sales managers who told what a sales letter or bulletin should comprise.

Next comes the plan of The A. Nash Company, described by C. W. Chesnutt, sales manager. Nash sells made-to-measure clothes for men through a sales organization working out of fifty branches. Salesmen call on customers direct. It is essential that they be given all the sales helps that they can use and that such helps be furnished in a way that insures a careful reading.

#### Bulletins with Constructive Facts

Bulletins and letters have been used by Nash to a greater extent during the last year or two than they were when business was comparatively easy to get. The trend of the sales curve has been sharply and steadily upward since the end of 1932, which fact seems to provide evidence that the type of bulletin employed is helpful. Mr. Chesnutt points out, however, that the usual type of pep letter is not employed.

"We have tried all through this period to carry to our sales organization through bulletins and letters, pertinent facts and figures and constructive selling suggestions. We believe that salesmen are in greater need of this help when business is wer from that the sale pear of pare T

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 hard to get than when sales are easily made. For some time we have been releasing general sales bulletins weekly that cover special information on timely topics or suggestions on 'How to do a better

job of selling."

The first of this year's series went out with a binder and a note from Mr. Chesnutt pointing out that the punched sheets on which the bulletins appear will enable salesmen to retain them for repeated reference. Thus the value of the information is made apparent.

The first bulletin contains two pages of facts from various sources showing the upward trend of business, for use when calling on customers. Then followed two pages of specific information on "What to tell if you want to sell?"

Another showed how salesmen Marone and Frable, of New York and Pennsylvania respectively, had gone to work to build up sales by following a line of action that could be adopted by any salesman anywhere. Another bulletin was written by the head of the company's designing department. It told the things to be known about styling.

Summed up concisely, the Nash bulletins have as their one purpose the spread of concise information that will make for more sales.

Finally there are the letters put out by A. Jos. Newman, vice-president and general sales manager of Bayuk Cigars, Inc. Sent out over the name of "Frank Trufax," they are a sort of institution, for they have been going out for years. "We honestly believe," says Mr. Newman, "our salesmen (and our jobbers' salesmen, to whom they go) find them just as helpful today as ever—we get razzed enough if we do not send them out regularly."

The Bayuk letters are inspirational in character—more so than most companies these days would care to use. But they have been going out for so long and Frank Trufax has been giving such downright good advice all these years that they are undoubtedly on the right track. Here is a good example of a Trufax letter: To My SALESMEN:

Will M. Prove joined our sales force just six months ago and, as all you boys know, he has certainly steepped on the gas during the past four months. He leads in sales; he leads in collections and he leads, too, in general business promotional results. He has no monopoly of advantages . . . he sells the same products you sell . . . he has as many "don'twantanythingtoday" dealers as you have and yet he brings home the biggest batch of bacon.

Has he a sacred secret of how to pry orders loose? Has he a marvelous method marketable only by himself? No, no to both questions but he does pull a stunt with himself that pulls business for his house!

You all know how we "take stock" every so often but did you ever hear of a salesman keeping a PERPETUAL PERSONAL INVENTORY? That's what Will M. Prove does and I'm going to give you the low-down on his system in Will's own line of lingo . . . here goes:

"Well, Mr. Trufax, you take inventory of your assets and liabilities so as to DO BUSINESS. . . I do likewise so that I can DO BUSINESS. You get 'sleepers' in your stock occasionally and the inventory wakes them up . . . I find Harmful Handicaps in my stock, too, and my Perpetual Personal Inventory blasts them out.

"First, you've got to possess the desire to go ahead . . . you've got to find your faults and then you've got to fire your faults.

"Say, listen, I had as many faults as the most of us and still have a lot more than some of us but I'm knocking 'em off, believe me.

"Truly, my system is simple . . . it's really a Game of Questions, Answers and Action—don't overlook Action. But, let's get going with the game.

"AM I ON THE JOB EARLY ENUF THIS MORNING? Gad, I used up plenty 'Nos' until I DID get on the job early enuf every morning . . . then it became a habit and I couldn't break the habit.

"WHAT DID I DO ON MY LAST CALL TO MAKE MY COODS SELL BETTER? For cripe's sake, that used to be a

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# As they became America's favorite fiction characters



## FOR THE POWER OF THOST

ROWSE in the library among bound copies of The Saturday Evening Post. Renew your acquaintance with Letters of a Self-Made Merchant, with Get-Rich-Quick Wallingford, with Judge Priest and Cappy Ricks and "You Know Me Al" and Potash and Perlmutter.

Come down through the years with Tish and Bab and Mr. Tutt and Florian Slappey. Laugh again at Jeeves, that resourceful

gentleman's gentleman. WatoR 3: Charlie Chan solve one of famous cases. Shake your with Tugboat Annie at snooty liners of the waterfro

You know these charact and a score of others. They part of your life-because met them in the Post.

And for more than thirty ye of the big parade of Post d acters, Florsheim Shoe adve ing has kept step.

THE POWER THAT BRINGS NATIONAL REPUTATION TO AUTHORS AND LIFE TO THEIR CHARACTERS IS THE SAME POWER THAT GIVES NATIONAL REPUTA-TION TO ADVERTISERS AND LIFE TO THEIR TRADE

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n. Wator 32 YEARS, THE POST HAS SOLD FOR US," say the makers of Florsheim Shoes

The Saturday Evening Post carried the first national advertising of Florsheim Shoes and it is the only magazine we have employed continuously. cause For thirty-two years we have advertised in the Post. It has been our predominant advertising medium and has played an important part in placing milbe adve lions of pairs of Florsheim Shoes on the feet of American men."

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stinger—I used to get the dealers to BUY... that was all that was required of me until I saw the punkiness of that policy. Now I get 'em to SELL and don't have to worry to get 'em to BUY.

"AM I THOROUGH? Boyohboy was I thorough? Yes, I wasn't...errors on my orders...carelessness in answering letters from the House...lazy in little things and lax in completing big things...lack of 'thoroughness' made double work for me but no more,—I'm cured.

"AM I... but what's the use? You see what I'm driving at. Oh, yes, and I keep track of my good points, too... I had a few if only a few but my stock of them is bigger today even tho I do say it myself.

"Each day I realize how much more I have to learn of the selling game but this much I do know . . . the Qualifications of a Salesman are the same as the Merchandise of a Manufacturer . . . in each instance, the better the former, the better the latter BUT how can any one ever

know where he's at if he doesn't frequently take stock?"

Boys, this Perpetual Personal Inventory is hot stuff . . . get going on the system!

Yours, doitnow, FRANK TRUFAX.

Mr. Newman sums up the case for sales letters and bulletins very well:

"I do not think any kind of letter hits home with the salesman who cannot make a living out of his job. I can't ask a man to run a long race on an empty stomachneither can a letter be written to a salesman that will inspire him to make money out of his job if there is just no money in the job. . . . The letter must impart some knowledge or awaken a desire to obtain knowledge by the salesman. . . . We continue to use sales letters and we believe they are as beneficial today (if not more so) as during any previous period.

#### Two More States Permit Liquor Advertising

Virginia and West Virginia have joined the list of States which permit

liquor advertising.

The alcoholic beverage control board of Virginia has issued regulations governing newspaper advertising. Retail advertising is restricted to beer and wines. Only distillers or wholesale distributors may advertise liquors and copy must confine itself to a moderate statement of the qualities distinguishing the brand advertised.

The legislature of West Virginia has

The legislature of West Virginia has passed a law which now permits publications mailed into the State to carry liquor advertising. Previously it was necessary for publications to lift such advertising from copies going to West Virginia readers.

#### Burnham with Reese

Rufus Bradford Burnham, formerly president of the Burnham Advertising Company, and, more recently, account executive with Smith, Sturgis & Moore, Inc., New York, has joined Thomas H. Reese & Company, Inc., New York agency, as vice-president and director of research.

#### Adds Liquor Account

Distillers Exchange, Inc., New York, has appointed Small, Kleppner & Seiffer, Inc., of that city, to handle its advertising.

#### Revokes Tax Ruling on Four-in-one Cigarettes

The Axton-Fisher Tobacco Company, Louisville, has been informed that its eleven-inch Head Play cigarettes can no longer benefit from having these cigarettes tax at the classification made it possible for Head Plays, which are four cigarettes in one, to pay a tax of \$7.20 as against \$12 for the equivalent number of standard-size cigarettes. The Bureau of Internal Revenue revoked its ruling, granted Axton-Fisher last December, doing so on the ground that the marketing of a four-in-one cigarette for the purpose of gaining the advantage of lower taxation constitutes "a manifest evasion of the Revenue Act."

#### Fada to Hartman

The Fada Radio & Electric Corporation, Long Island City, N. Y., has appointed the L. H. Hartman Company, Inc., New York, to handle its advertising. The re-organized Fada company will bring out a complete line of home radio sets. Advertising will go into magazines and newspapers.

#### Joins Syracuse Agency

Wilbur O. Richards has joined the staff of the Barlow Advertising Agency. Syracuse, N. Y. He recently conducted his own advertising business.

## Window Display in Europe

Mr. Gonda recently returned from a business trip abroad. At a meeting of the window display group of the New York Advertising Club last week he discussed the differences between European and American displays. He credits to Europe greater willingness to depart from the conventional.

#### By Francis D. Gonda

Vice-President, Einson-Freeman Co.

MERICAN manufacturers have a twofold interest in what is being done and what can be done to stimulate retail sales abroad through the allied media of store display and dealer merchandising.

First to find out what they can do in display work abroad. Second to find out what they can learn from it for improving display work

The first question that a manufacturer contemplating export activities is likely to ask is whether there is a definite acceptance by foreign retailers of the importance of window and store displays.

The answer is to be found not only in the glittering and glorified shop fronts of Regent Street and the Rue de la Paix, but in the serried ranks of windows on the more modest shopping thoroughfares of, say, Rotterdam or Copenhagen or even smaller cities, with every last inch of space carefully cultivated to bring in the utmost

penny in sales.

The answer is that retailers everywhere abroad have a very keen realization of the value of store display. For this reason and because there is not the same multitude of manufacturers offering display material that we have here, retailers are more likely to appreciate and use intelligently planned and properly designed display material.

As one specific instance, out of 10,000 striking Eno's Fruit Salt displays, nearly 8,000 were voluntarily installed by the dealers themselves and not by the manufac-

In what way does display material used abroad differ from or is superior to ours?

For one thing, it is more daring, more inclined to take the imagination and good taste of consumers

for granted.

Advertisers abroad are more ready to depart from conventional forms-to substitute symbolism for the obvious, the "buckeye." Some of the most distinguished of the moderns"-Picasso, Dufy, Derain -have been impressed into the service of retail trade to attract attention by startling, arresting new forms and colors.

How may the various types of displays used abroad be classified? If classification is possible at all, they would fall into four general

groups-

The posteresque The sculpturesque The picturesque

And, if I may be permitted to borrow a term from music, the

humoresque.

The outstanding characteristic of the poster technique is the reduction of the message to its simplest terms-to a silhouette, a symbol that sums up, like an epigram in design, the one important impression it is meant to convey.

The sculpturesque seeks to impress by its massiveness-to create an effect of strength or size by apparent or actual three-dimensional

form.

The picturesque includes backgrounds that create atmosphere, such as the Kent Brush posters of guard mount at Buckingham Palace. Then last, but not least,

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WHERE MONEY IS SPENT

There is 75% of all retail buying done today in Tower's 1269 markets. Tower's circulation is all cash and all voluntary. Tower's family income is \$2519. Active buying prospects. Substantial prospects, and younger! Are you reaching them?

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## But Mother, I wouldn't dream f making my own soup as you do"

w are you spending your advertising appropriation this year? In the older housewife . . . settled in her homemaking ways . . . or In the younger housewife whose buying habits are forming . . . o uses canned soup because it is quicker and better; who is buying first prepared biscuit flour; her first electrical equipment?

n the 1269 tested profitable markets 1,300,000 new prospects, housewives, average age 25, are buying TOWER MAGAZINES Mystery, Home, Tower Radio, New Movie, Serenade. Buying a fast-moving tempo interpreted by the greatest writers in Amer-Buying on the highways of traffic—in the Woolworth stores and cted newsstands. Younger housewives . . . so eager for helpful is that over 1,000,000 Tower circulars on foods, beauty, child care, ne building and furnishings, sewing, have been purchased up to date.

## **IAGAZINES** · INC.

W YORK · CHICAGO · SAN FRANCISCO · HOLLYWOOD

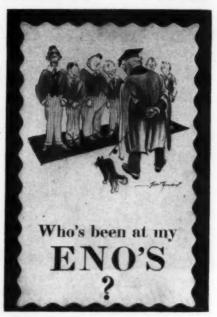
the humorous, whimsical type of display is more frequently far (and effectively) employed abroad than here. Take, for instance, the series of twenty-five Eno window cards with the theme of "Who's been at my Eno's?" each picturing a humorous situation, with the culprits lined up before an accusing and irate gentleman-who may be a curate, a country squire or African explorer.

The most typical manifestation of British or Continental humor in display usually centers around a personification of the merchandise or a trade character. Trade characters are more or less in eclipse here. The Campbell Kids have been reduced in size and relegated to a corner of the ads they formerly pre-empted. The old Quaker is merely a part of the package; Phoebe Snow is no more; the Little Fairy is no longer featured; and Sunny Jim

has only recently been resuscitated—and for a relatively brief spurt of fame.

But in England the Old Quaker is a living embodiment of sterling British honesty; there are two "Little Fairies," and not just one, selling Fairy Soap; and Sunny Jim has been equipped with a monocle, outstaring Johnny Walker.

This only goes to show, for one thing, that the "dour Dutchman," the "conservative Englishman" and



Typical of the humorous type of display more common abroad than here

other types are largely myths—and that if you dig deep enough, you can find a common foundation of humanity on which to base a successful display or premium campaign. At bottom, all human beings are much the same. They have the same basic desires, the same primal emotions. And if you know how to appeal to these, you have found the key that will open the door to success, no matter where you go in the world.

#### Columbia Transfers deLima

Peter deLima, previously assistant to Ralph Wonders, manager of the Columbia Artists Bureau, has joined Columbia's commercial program division on the West Coast. Associated with George McGarrett, another executive recently transferred to this division, Mr. deLima will assist in building, servicing and organizing radio programs planned for origination in Station KHJ, Hollywood.

#### New Accounts with Cramer-Tobias

The advertising account of Julius Grossman, Inc., Brooklyn, N. Y., Pedemode shoes, is being handled by the Cramer-Tobias Company, New York. This agency is also handling the advertising of Marathon Razor Blade Company, Irvington, N. J., and the following: William Godwin, Inc., publishing; Andrew Geller, shoes, and the Oliver Cromwell Hotel, all of New York.

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## Helps Resell Radio Sets to Farmers

National Carbon's Campaign Directed at Unwired Homes

By H. M. Warren

Advertising Manager, National Carbon Company, Inc.

MOST of the readers of PRINT-ERS' INK will associate radio "B" batteries with such outmoded accessories of a bygone era as the mustache cup and buggy whips. To the National Carbon Company, however, "B" batteries still constitute an important line; one which may approach in unit sales the volume reached for them in the halcyon days of 1928 when allelectric radio sets first appeared.

This is true because one-third of the homes of America are still unblessed with electric service. Ten million unelectrified homes, discount the figure as you will for illiteracy and other factors, is a sizable market. And if this market wants radio, it must use bat-

teries.

How does it happen that a market of such size, if it has any buying power at all, has lagged behind the other two-thirds of the country and failed to absorb its fair percentage of radio sales? Why is there today a 70 per cent penetration of radio in the field of wired homes, and only an 11 per cent penetration in the field of unwired homes-one radio set to every one and one-half homes in the high-line market; one radio set to every nine homes in the nonelectrified market? Especially pertinent are these questions when we stop to consider that radio ought to be a somewhat larger blessing to the ruralite than to his city brother. Theoretically, the farmer has fewer diversions; practically, he needs a radio in his business, for market reports.

There are three answers to the

questions:

1. The relatively low buying power of the rural field all during the period of radio's mushroom growth, (1920-1929.)

2. A lack, after the introduction of the all-electric set, of a really satisfactory set for the unwired home. The all-electric set was a great improvement for the city dweller; but nothing was done for the farmer.

3. A lack of interest in the unwired market on the part of the radio trade. The all-electric set radio trade. was new, and easy to sell. What if a few battery sets could perhaps be sold to farmers in outlying districts; why bother when a bigger market, hungry for the more convenient and up to date, lay right at your door?

#### Couldn't Blame the Trade

One can scarcely blame the trade for such an attitude, nor for the fact that it persisted long beyond the time when the bloom was off the all-electric set as a novel item in the city market. The trade took its cue from the manufacturers. Research was working hard to make the all-electric set a winner.

Obviously, we could not increase the farmer's buying power, nor dampen the interest in the advent of the all-electric set. But about the fact that an improved batteryoperated set did not exist we could,

and did, do something.

The chief trouble with battery sets lay in the source of "A" current, which was either a set of dry cells or a wet storage battery. Neither was satisfactory-dry cells because of short life, expense and variable voltage; storage batteries because of the necessity for frequent recharging.

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## ... Cend this is no day-dream in THIS AREA

During the five months ending February 1, 1934, the Oklahoma and North Texas distributor for Philco radios did the largest business on farm radio sets in the history of his firm.

More than 1,800 battery sets were sold and delivered through his dealers, and to quote this jobber, "If our production had kept pace with the demand we could easily have sold twice as many sets."

Similar reports are being made in many lines. Better crop prices and heavy benefit payments and rentals from the Government have pushed business ahead with an old time vigor in the Oklahoma and North Texas territory of The Oklahoma Farmer-Stockman.



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speeded up, and out of it came a unique battery. Because it drew oxygen from the air, literally "breathing" the element through a carbon "lung," this battery was called the "Air Cell."

This battery maintains a constant voltage over a long period of time, (it is guaranteed for 1,000 hours of operation), requires no rheostats to adjust for variable voltage, cannot blow out tubes, and does not have to be recharged. It is used like a "B" battery: Hooked up to the set, run for its span of life, and then discarded.

This solved the problem of "A" power. But it was in no sense a substitute for the things it replaced. You could not take a battery set, remove the storage battery and replace it with an Air Cell. Instead, a new kind of set had to be built. So it devolved upon this company to induce manufacturers of radio sets to build these special circuits, and to produce a line of Air Cell sets.

Work along that line went on for several years, with indifferent success. A considerable number of manufacturers added Air Cell sets to their lines, but prices were high, trade interest was low, and sales were disappointing.

Such was the situation in the spring of 1933 when it became apparent that added cash was going to sweeten the situation on the farm and present an opportunity to the manufacturer who catered to that market.

Accordingly, an appropriation was recommended and approved, and a campaign was begun.

The objectives of the campaign were as follows:

1. To arouse the interest of

small-town radio dealers in the long-neglected rural market.

2. To bring pressure to bear upon set manufacturers, through

upon set manufacturers, through their dealer trade—pressure of sufficient force to stimulate the manufacturers to engineer attractive, low-priced Air Cell models, and to put real selling effort behind them.

3. To acquaint the consumers

 To acquaint the consumers living in unwired homes with the fact that an improved radio, geared to their requirements, was available at reasonable prices.

The campaign took the form of:



Some of the pieces in the campaign to show dealers and jobbers the unwired-home radio market

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(a) A market-opportunity story designed to interest set manufacturers and large jobbers in the possibilities. Maps showing the number of unwired homes, by trading areas and by counties, constituted an important part of this presentation.

(b) A nine-piece direct-mail campaign sent to jobbers and deal-

(c) Consumer advertising in farm papers.

Item "b" was the heart of the campaign. Of the nine pieces, five were designed primarily for dealers-the remaining four went to jobbers, county agents and supplementary factors in the selling scheme. These five pieces were:

1. A printed market-opportunity story carrying a return postcard, upon receipt of which we sent the dealer a letter giving the number of unwired homes in his county

2. A thirty-two-page book titled "How to Sell Air Cell Receivers." 3. A processed follow-up letter sent to all dealers who had failed to respond to Piece No. 1. (Re-

turn postcard enclosed.) 4. A broadside merchandising

our first consumer advertisement. 5. A thirty-six-page tabloid newspaper called "Air Cell Radio News." This paper carried largesize ads supplied by the set manufacturers, gave the campaign the air of a movement and served as an illustrated catalog for the dealer.

A list of 37,500 radio dealers; located in towns of 25,000 popula-

tion and less, was used.

Piece No. 1 produced 4,237 replies, at a cost per inquiry of 90

Piece No. 3 (the follow-up letter sent to dealers who had failed to respond to Piece No. 1) produced 3,654 replies, at a cost per inquiry of 30.5 cents. (Note the heavy pull achieved by the second, less expensive piece, mailed after the "cream" was presumably off

As fast as replies came in, the books, "How to Sell Air Cell Receivers," were sent out, and the names of the dealers were turned over to the set manufacturers and

to our own field organization as worth-while prospects to be followed up.

Were these names any good, or were they merely the names of curiosity-seekers who had sent for a free book without any real intention of putting it to use?

#### Real Dealer Interest Revealed

Fortunately, we got the answer to that question rather quickly. Among a lot of evidence of similar character the following letter, received by us from a jobber, is

typical:

"A short time ago we received from the (radio set manufacturer) names and addresses of radio dealers located in our territory, who were interested in Air Cells and possibly Air Cell Receiving Sets. We promptly contacted each and every dealer and, somewhat to our surprise, we sold small quantities of Air Cell Radio Receivers, as well as Air Cells and Batteries in most cases, to approximately 25 per cent of those dealers that we contacted.

"Since our original contacts, we have received many repeat orders and at the present time, we have unfilled orders for forty-seven Air Cell Receivers, which we hope to ship just as soon as we get the merchandise from the factory.

"We compliment you on your recent activities to promote the Air Cell. Although you gave us plenty of data, we never realized that this market could develop as rapidly as it has. We are thoroughly convinced there is a virgin market for battery receivers and it is our intention to go after it most aggres-

sively.'

It is too early to estimate accurately the effectiveness of the campaign by reference to sales of the new battery; although the figures are mounting steadily, the set manufacturers are just beginning to cash in on the trade and consumer interest which has been aroused. The following results. however, are tangible and concrete

1. Twenty manufacturers of radio sets have been brought from a

state of apathy to a state of enthusiasm as to Air Cell Radio possibilities. This statement is supported by the fact that many of these manufacturers have appointed sales executives of high caliber, whose sole job is to direct sales of Air Cell Sets.

2. More than 7,700 radio dealers, mostly in small towns and country places, have sent for a book telling how to make sales. Hundreds of these dealers have gone beyond a formal request for the book and have written to ask for our guidance and help in getting started.

ance and help in getting started.

3. There is definite evidence of strong jobber interest in the Air Cell Radio movement. When set manufacturers ran into production difficulties around the middle of October, our division offices received telegrams and letters from a number of jobbers asking us to

tell them what manufacturers could make deliveries.

Field investigations conducted by our own men reveal strong jobber and dealer interest.

4. Several of the more important set manufacturers have already begun to back our efforts with their own advertising.

These results were sufficiently encouraging to influence our company to expand the campaign during 1934 in the direction of more consumer advertising. A large-scale consumer contest, with proper dealer tie-up, broke in the February issues of farm papers, with these objectives:

1. To educate the public to the advantages of Air Cell Radio by making them study the subject.

2. To make the public go to dealers for information and demonstrations.

#### Censors Medicine Broadcasts

Broadcasts in Canada which are sponsored in the interest of patent medicines, in conformance with the policy of the Canadian Radio Commission, are subject to censorship before they are allowed to go on the air. This procedure was made known by Hector Charlesworth, chairman of the commission, at a recent hearing before the committee on radio of the House of Commons. Continuities must first be submitted to the commission, he explained, which turns them over to the National Health Department which cuts out what, in the opinion of the examiners, is deceptive or offensive material.

#### Join Donovan-Armstrong

Donovan-Armstrong, Philadelphia advertising agency, has made the following additions to its staff: Norman Vickery, art director; Charles Green, new business department, and Elsie M. Levy, space buyer. Mr. Vickery was formerly with Calkins & Holden and Miss Levy with The Eugene McGuckin Company.

#### A. E. King Advanced

Arthur E. King, of Beecher, Peck & Lewis, Detroit paper merchants, has been made sales and promotion manager.

#### Rossiter Adds to Staff

Edward Archibald Mitchell has been added to the staff of Ralph Rossiter, Inc., New York agency.

#### New Packages Increase Sales

Repackaging plus a premium idea have increased sales of Clover Farm Jell 172 per cent for the first two months of 1934 over the corresponding period in 1933. Every package carries a letter in the trade-mark "Clover Farm." When the housewife gets all the letters so that they spell out the name, she is entitled to receive a boudoir lamp. The Clover Farms Stores, national voluntary, has added five new products to its line, a chocolate, a biscuit mix, salad dressing, catsup and bluing.

#### Revere Sales Appointments

R. H. Binns, Jr., and S. H. Wilson have been appointed assistant general sales managers of Revere Copper and Brass, Inc., with headquarters at New York. Mr. Binns will devote his time principally to sales of those products sold through distributors for resale. Mr. Wilson will specialize on sales to industrial consumers. Mr. Binns has been manager of the Pacific Coast sales district. Mr. Wilson has been with the Michigan division.

#### Has Charis Canadian Account

The Charis Corporation, Allentown, Pa., corset manufacturer, has placed its Canadian advertising with Cockfield, Brown & Company, Ltd., Toronto.

#### Elected by Aridor

Lloyd Wynne, sales manager of the Aridor Company, Chicago, metal caps and closures, has been elected vicepresident.

## Abetting Feminine Interest

No other Detroit newspaper (or for that matter any other newspaper in America, we believe) is doing quite so much to interest and serve the women of the community, as The Detroit Free Press.

Within a comparatively short time, the Women's Pages of the Free Press and the activities of its Women's Service Bureau have grown to a point where they are recognized nationally as outstanding achievements in newspaper activities.

This work has resulted in marked circulation increases . . . in the tremendous encore of more than a half million inquiries from the women of Detroit in 1933 . . . in advertising returns that are eminently satisfactory.

The Free Press offers a most comprehensive and profitable service straight through from your copy to customers.

The Detroit Free Press

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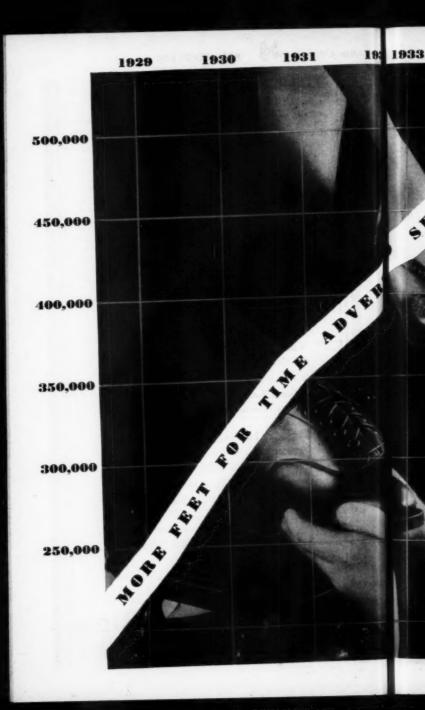
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MORE feet for TIME-advertised shoes...
More mouths for TIME-advertised foods...More homes for TIME-advertised products of all kinds...More Best Customer families for you and your dealers, as TIME'S circulation mounts steadily toward the half million mark.

TIME

The Weekly Newsmagazine



19 Major Business Groups during January and February Gave More Space to the Los Angeles Times Than to Any Other Los Angeles Newspaper.

Including such significant classifications as Department Stores, Automotive, Shoes, Financial, Amusements, Women's Apparel.

17 Major Business Groups Increased Their Times' Space in January and February Over Same Months in 1933.

The Los Angeles Times has the largest family coverage in the market, reaching two to four adult buyers per copy. It is subscribed to by the month, indicating people in normal circumstances with money to spend. It is a bigger, newsier, homeedited newspaper, assuring thorough reading with maximum attention to advertising.

### LOS ANGELES TIMES

Williams, Lawrence & Cresmer Company, 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Cal. Edit

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### Allowances and Codes

Clean-up of Destructive Practice, Which Upsets Price Structure, Is Being Generally Ignored

Telegram
Toronto, Ontario.

Editor of PRINTERS' INK:

, 1934

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Please advise by night letter most recent references in PRINTERS' INK to practice of giving advertising allowances to independent retailers.

TANDY ADVERTISING AGENCY LTD.

LORD & THOMAS SAN FRANCISCO

Editor of PRINTERS' INK:

I would appreciate it very greatly if you could refer me to articles you have carried on the subject of "advertising allowances" or "dealer tie-in advertising allowances" made by manufacturers to the trade.

It is my understanding that under the code agreement allowances to dealers must be confined to actual dealer tie-in advertisements, such advertising to be paid for by the manufacturer at local rates.

What I am looking for specifically is information bearing on the advantages and disadvantages of such practice from the standpoint of the manufacturer of a nationally advertised packaged food product.

C. R. SIMMONS.

WITH the efforts of a number of manufacturers to use codes as a means of eliminating wasteful and unethical trade practices, the advertising allowance was bound to come under fire. In conception, the allowance is a quite ethical practice. But as it has developed during the last ten or twelve years, it has become a trade abuse.

Originally it was an out-andout payment of money to a retailer who would take this money and buy a similar amount of space to feature the manufacturer's product. In its most common form it developed into the fifty-fifty deal whereby the manufacturer matched the dealer's dollar with his own dollar.

Obviously, such a practice sooner or later would lead to various forms of abuses. In its worst developments the allowance was a commercial bribe given to a retailer to feature a manufacturer's product, without any reference to the amount of advertising space used or the service given to the product. In this form it became a dealer subsidy and chain and department stores particularly forced manufacturers to compete on the basis of the size of the allowance they were willing to pay. In many instances, the chains offered nothing in return beyond certain somewhat nebulous promises.

When the problem of the allowance came up for code discussion it was so woven into the mesh of many industries that they were unable to come to any agreement, with the result that groups which needed allowance provisions in their codes badly were forced by trade rivalry to leave out such provisions entirely.

To date only about twenty codes have definite allowance provisions. In a number of other codes there are elastic clauses which might be made to apply to allowances. In most cases these are compromise clauses which cannot be enforced and were not intended to be enforced by their proponents. An interesting code provision is found in the code of the chewing gum manufacturing industry. It says:

Advertising or Distribution Allowances.—A member of the industry may pay or allow a credit to a trade buyer through a special advertising or distribution allowance for definite advertising or distribution services provided that—

(a) Such services are performed in pursuance of a written contract made in good faith explicitly defining the service and the payment for it.

(b) Such services are duly ren-

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dered and such payment is reasonable and not excessive in amount.

Copies of all contracts of each member of the industry as to service, distribution, or advertising allowances and/or payments to trade buyers shall be filed with the Confidential Agency for such review and audit as may be prescribed by the Code Authority.

What is probably the most detailed provision on advertising allowances is contained in the code of fair competition for the corset and brassiere industry. This provision not only limits the amount the manufacturer can contribute to a dealer's advertising but, also, imposes various restrictions upon the distribution and use of display forms and demonstrators. It reads as follows:

(a) Advertising. 1. No person shall contribute more than fifty per cent (50%) of the net cost of the space to the retailer for any retailer's advertisement covering the person's product. No person shall pay any of the cost of advertising on corsets, combinations, girdle-corsets, or step-in-corsets which are advertised for retail sale at less than two dollars (\$2.00), or on brassieres or bandeaux-brassieres which are advertised for retail sale at less than one dollar (\$1.00) nor shall a person pay any part of the cost of advertising a retailer's own brand.

2. No person shall pay any of the cost of an advertisement by a retailer which covers a special sale, i.e., merchandise advertised at a special price or at less than the price at which the merchandise is usually sold by the retailer.

3. No person shall pay any part of the cost of an advertisement by a retailer which advertises the product of more than one person in this industry in the same advertisement.

 No person shall pay for any advertisement in any publication by a retailer which is issued less than twelve times a year.

(b) Display forms. No person shall furnish a display form without his own brand name appearing prominently thereon. Nor shall any person furnish a display form advertising a corset, combination, girdle-corset, or

step-in-corset retailing for less than two dollars (\$2.00), or a brassiere or bandeau retailing for less than one dollar (\$1.00).

(c) Demonstrators. 1. No person shall furnish to any retail store demonstrators for a period longer than one week nor oftener than twice each year, and persons shall not represent them to be employees of the retail store.

The artificial flower and feather industry has the following provision:

Allowance of discounts for advertising or for payment for space in newspapers, magazines, guides, or directories on behalf of any retailer to be used in promoting the sale of merchandise to the consumer is prohibited. The supplying of cuts, matrices, and window cards shall, however, not be included in such prohibition.

Such specific clauses, however, are scarce in codes and it is to the discredit of industry as a whole that it has not been wise enough to seize upon the opportunities offered by the codes to put in stringent advertising allowance clauses.

In his excellent study, "Advertising Allowances," (The Brookings Institution) Leverett S, Lyon, in a study of trade practice rules, makes the following constructive suggestions:

"A trade practice conference committee considering advertising allowances would, therefore, be well advised to agree:

"1. That the term 'advertising allowance' is, in the opinion of the trade, used inaccurately and unethically when it is applied to any part of a price offer or used otherwise than to denote a payment for the purchase of specific promotion services.

"2. That advertising allowances are, in the opinion of the trade, unethical except when given as payments for specific promotion performances which are possible, practicable, and capable of being audited.

"3. That advertising allowances shall be arranged for in agree-

ments entirely separate and distinct from sales agreements.

"4. That advertising allowance agreements shall definitely specify exactly how much shall be paid (in. money or credit, goods or services) by the giver of the allowance, exactly what services shall be rendered by the recipient of the allowance, and the method of auditing performance which the allowance giver shall employ

allowance giver shall employ.

"The trade should consider the advisability of condemning all advertising allowances which are secret on the ground that the terms of secret arrangements cannot be known and on the ground that the suspicion and mistrust engendered in the trade and the loss of time involved in transacting business in such a trade atmosphere offset such advantages as may be found in secret arrangements."

A thorough study of the development of the advertising allowance leads to the inescapable conclusion that it always leads to trade abuses which upset an industry. Unless some kind of control is put on allowances the chiselers in any industry always get into competition with the re-

sult that they are fighting for business by offering allowances instead of offering merchandise. The result is a badly shattered price structure in which a manufacturer's so-called list prices mean nothing at all.

For the manufacturer who enters into an allowance policy there is only one question. He must keep his allowances on an absolute open basis, playing no favorites and insist that dealers give value received on the basis of spending every dollar of the allowance in bona fide advertising. Any other policy eventually develops into a subsidy and fosters inside deals and other abuses that work havoc for both retailer and

manufacturer.

Business during the last decade has had plenty of opportunity to see what a destructive thing the allowance can be when applied in an unbridled manner. It is disheartening, therefore, to many trade leaders to see so few industries with courage and vision enough to eliminate every form of allowance but that which is applied openly and on a basis of value received.

In Charge of Insurance Group Program

Carl S. Crummett, advertising manager of the American Mutual Liability Insurance Company, has been named chairman of the program committee for the annual meeting of the Mutual Insurance Advertising Conference which will meet in Savannah, in October.

#### MacGlashan with Getchell

L. C. MacGlashan has joined J. Stirling Getchell, Inc., Detroit. He formerly was with the J. Horace Lytle Company, Dayton, Ohio, and, more recently, has been with Grace & Holliday, Detroit. Mr. MacGlashan was also formerly with the Frigidaire Corporation.

#### Moritz Adds to Staff

Carlton Arink has joined the art staff of J. G. Moritz, Inc., New York, advertising. Victor Atchinson has joined this agency as an account executive.

Appoints Boston Agency

The Stoddard Sampson Company, Boston, has been appointed to direct the advertising account of Miss Creed, of that city, maternity dresses and corsets.

#### Julian Deane Takes Up Agency Work

Julian Deane has resigned as sales promotion manager of United American Bosch Corporation, Springfield, Mass., to become associated with the New York office of McCann-Erickson, Inc. He has been with Bosch for six years.

#### Elected by Norris-Patterson

C. W. Davis, for several years Eastern manager of the Montreal office of Norris-Patterson, Ltd., Canadian advertising agency, has been elected a director of that agency.

#### Represents Iola "Register"

The Iola, Kans., Register, has appointed Kansas-Missouri Markets & Newspapers, Inc., as its national advertising representative.

#### Heads Standard Brands, Ltd.

J. W. Horsey, for the last four years vice-president of Standard Brands, Ltd., Montreal, has been elected president.

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## Lehn & Fink Price Policy

ON the heels of stabilization of minimum resale prices of Pebeco tooth paste, Lysol and Hinds Honey & Almond Cream in California under the Fair Trade Act of that State, comes an announcement that Lehn & Fink, Inc., is about to adopt a similar pricing plan for the

rest of the country.

It is expected the California plan will be followed, except that suggestions for minimum resale price levels will be established in one move rather than in three steps. Probably 19 cent and 39 cent levels will be suggested for the two sizes of Pebeco, the same figures for the 25 cent and medium size of Hinds Honey & Almond Cream, and 83 cents for the large size.

The price levels suggested in California for Lysol are slightly higher, with 23 cents for the small, 43 cents for the medium and 83

cents for the large.

These pricing suggestions were

arrived at after careful study of the prices to which these products have been cut in the past, full list prices, and the figures at which competitive products have been placed. While representing sound value to the consumer-since they are set at approximately 21 per cent off full list-at the same time they permit the retailer a mark-up that insures him an adequate profit on each unit sale.

In common with manufacturers of all heavily advertised products, the relation of Lehn & Fink to its distribution has been sorely disturbed through the wide variation in pricing throughout the country. In some cases Pebeco, for example, was sold as low as 12 cents a tube although it cost the retailer 30 cents-the merchant deciding to take an 18 cent loss per tube rather than be undersold. The code prohibiting sales at less than cost paved the way for the new plan.

## Four A's Convention

DVERTISING agency execu-A tives in May once more will be for Washington should be familiar ground because of the many trips made in recent months in connection with code The purpose this time hearings. will be the annual meeting of the American Association of Advertising Agencies which will be held

May 22 and 23 at the Mayflower Hotel.

The first day's sessions will be open to invited guests. William C. D'Arcy, chairman of the board, will preside. The second day's sessions, at which agency problems will be discussed, will be closed.

The annual banquet will be held on the evening of May 22.

#### Larger Campaign for Gantner & Mattern

Plans for 1934 of the Gantner & Mattern Company, San Francisco, call for twice the number of magazines previously used. Advertising will feature the company's Wikies and swim suits. Emil Brisacher & Staff direct this account.

#### With Cook Laboratories

George F. Penny, formerly assistant advertising manager of the Winthrop Chemical Company and the Metz Labo-ratories, is now in charge of advertising for the Cook Laboratories and the Anti-dolor Mfg. Company, New York, dental products.

#### Death of Thomas H. Stark

Thomas H. Stark, seventy-five, head of the Stark Advertising Agency, Louisville, Ky., died last week. He was at one time a partner in the Stark-Lowman agency. Mr. Stark also had been advertising manager of the Louisville Paper Company.

#### **Brockton Papers Consolidate**

The Brockton, Mass., Times and Enterprise have been consolidated under the name of the Brockton Enterprise and Times. Charles L. Fuller is publisher. John D. Bogart, publisher of the Times, will be associated with the combined papers.



164% Gain in April!

With a gain of more than 12,000 lines—164% over April, 1933—the April 1934 Progressive Farmer carries the largest volume of commercial advertising (average of all editions) of any issue since April 1920.

#### PROGRESSIVE FARMER

-the major medium in the major rural market-keeps pace with the greatly increased buying power of the Agricultural South . . . . . . . and

GAINS 32,000 LINES-107%-

in the first 4 months of 1934, and

#### LEADS ALL RURAL MONTHLIES IN COMMERCIAL LINAGE GAINED

first 4 months of 1934 over first 4 months of 1933

And with a total of more than 63,000 lines (average of all editions) PROGRESSIVE FARMER-

LEADS ALL RURAL MONTHLIES BUT ONE IN COMMERCIAL LINAGE CARRIED

during the first 4 months of 1934.

# **Cand Southern Ruralist**

THE SOUTH'S LEADING FARM-AND-HOME MAGAZINE

BIRMINGHAM, ALABAMA

RALENGE, N. C. MEMPHIS, TENN. DALLAS, TREAS

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## Tighten Drug Code

ENERAL JOHNSON has just issued an order which tightens the loss limitation provisions of the retail drug code. It is intended to prevent vicious price-cutting by a small number of dealers who have persisted in lossleader practices to the detriment of the smaller retailers.

The order reads as follows: "Section 6. Loss limitation pro-

"In place of the provisions of Article VIII, Section 1, the following provision shall apply to all retailers selling the products

specified hereafter.

"Inasmuch as the vast preponderance of drug store products are distributed through small drug retailers who are unable to purchase on a quantity basis but who perform services which are essential to the welfare of those in their communities, and whereas such services cannot adequately be performed through the facilities provided by their competitors, and whereas, in some cases sales are made to consumers by such competitors at prices below the lowest

cost of purchase normally obtained for such merchandise by small drug retailers, and whereas in most instances such sales prices are not a true indication of the general level of price of such competitors and no general benefit to those in the community accompanies the same, but such prices are in fact in the nature of bait offers of merchandise to attract trade, it is hereby declared an unfair trade practice and is prohibited by this code for any drug retailer to sell any drugs, medicines, cosmetics, toilet preparations or drug sundries at a price below the manufacturers' wholesale list price per dozen, provided, however, that in the case of biologicals or other of the above mentioned products which are not customarily sold in dozen or greater lots the code authority may fix a comparable unit quantity, and provided further that any discount, free deal, or rebate which is made available to all purchasers of dozen lots or comparable quantities, shall be considered as part of the manufacturers' wholesale list prices."

Larger Campaign for General Tire Milwaukee Agency Re-organizes

The General Tire & Rubber Company, Akron, has increased its advertising appropriation 40 per cent over that of 1933. The program places em-phasis on General's new silent safety tread tire, and on the streamline Jumbo

tread tire, and on the streamine Jumol low-pressure tire.

The greater part of the increase, according to Col. J. A. Kick, advertising manager, will be in magazines, while newspapers and radio will also share. This week, General starts a radio scredule over fifty stations, with Jack

Benny starring.

Dykeman with Frey Clarence Dykeman, recently with the Rosenow Company, Chicago, has joined the Charles Daniel Frey Company, Chi-cago agency, where he will do copy and radio work.

Appoints McCann-Erickson

The Reid Ice Cream Corporation, Brooklyn, N. Y., has appointed Mc-Cann-Erickson, Inc., to handle its advertising.

The Burns-Hall Advertising Agency Milwauke, has been re-organized fol-lowing the resignations of B. K. Burns, president, N. L. Telander, secretary, and Harry H. Scott, account executive.

Their interests have been acquired y the new officers who are: Charles H. Hall, former vice-president and now president; W. H. Pruemers, treasurer, now vice-president also; and Roy A. Franke, production manager who also

has become secretary.

The agency will retain its present quarters and working staff.

Joins, Cecil, Warwick, Cecil

George Infante, formerly with the J. Walter Thompson Company and Ruthrauff & Ryan, Inc., has been appointed an art director for Cecil, War-wick & Cecil, New York.

Ginger Ale Account to Hoyt

The Diamond Ginger Ale Company, Inc., Waterbury, Conn., has appointed the Charles W. Hoyt Company, Inc., to direct its advertising.

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PICTORIAL REVIEW for June goes to press with an advertising linage increase of 24%



THROUGH good times and bad, PICTORIAL REVIEW has kept intact its reputation for responsiveness. Over and over again its low coupon cost, its vibrant inquiry record, its low direct sales cost, have given it first place.

For thirty years PICTORIAL REVIEW has been edited with an unchanging policy—to recognize and anticipate change . . . "it must plunge into the tide . . . interpret emotions and thoughts and trends before they become coherent to the masses."

Of 1933's eighty contributors, forty-two were star writers and interpreters, an editorial achievement unapproached by any other woman's magazine.

Star writing and star editing have made possible PICTORIAL'S unique and unbroken circulation record—more than 2,000,000 net paid each month for 1,38 consecutive months—again an achievement unapproached by any other woman's magazine in the United States.

- \* GERTRUDE ATHERT
- \* LADY EVELYN BALL
- \* MARGARET C. BANK
- \* MARGARET AVER B
- WICKI BAUM
- M AICKI BYANK
- \* STEPHEN VINCENT
- \* KONRAD BERCOVICE
- \* MARY BORDEN
- \* BEN LUCIEN BURN
- \* IRVIN S. COBB
- \* ELEANOR DELAMA
- \* ALBERT EINSTEIN
- \* SUSAN ERTZ
- ★ SIR PHILIP GIBBS
- \* FANNIE HURST
- \* EVA LE GALLIENNI
- EVA LE CALLIE
- HAROLD LAMB
- \* CORINNE LOWE
- ★ JOHN T. McIntys
- \* MARY LOUISE MAI
- \* ANDRE MAUROIS
- \* ALICE DUER MILL

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VAN DINE N ROLF VON

ENSTEIN

ARA WEBB

R. WYLIE

AS. WINSLOW

E LOWE

McIntyl

OUISE MAI

MAUROIS

DUER MILL

Advertising responsiveness is a joint obligation—the advertiser's and the editor's. The advertisement itself must carry conviction. But the editor sets the intellectual level of his audience.

Neither patronizing nor high-hat, PICTORIAL REVIEW believes a large number of women can understand and want to know of vital world changes. It is edited for such women.

The stability of PICTORIAL REVIEW'S circulation—newsstand especially—during years of profound economic disturbance, proves that it is reaching an audience that has remained solvent in spite of the times.



### Comes Double Action



Color scheme for the new carton of the Western Company's new tooth paste is gray-green and pink over white

HOW much time, under the acing, do Mr. and Mrs. Average allot to the daily rite of cleansing their teeth?

The Western Company recently set out to determine the answer to this question. Surveys in various parts of the country showed that most persons, instead of the three or four minutes commonly supposed, dash through their dental ablutions in about thirty seconds' flat, even a full minute being rare. These considerations led to the development of a new product. Dr. "Double-Quick" tooth paste, which is now being launched on the national market and which, according to Kenneth Laird, vicepresident in charge of advertising, will eventually replace the present product, known simply as Dr. West's tooth paste.

Dramatizations of various versions of the quick (not knee) action feature of the new product will be the basic theme in a campaign of magazine advertising, recently begun, and of newspaper advertisements scheduled to appear soon in key cities from coast to coast.

Concurrently, Frank Merriwell and live Louisiana racing turtles will be pressed into service to direct attention to the new tooth paste on a twelve-station network, supplemented by spot broadcasts by electrical transcription in a number of other cities.

The program, which marks the company's debut over a major radio chain, will re-create the adventures that made Mrs. Merriwell's offspring the idol of young America twenty-five years ago.

The turtles' role will be that of a premium. Two "Double-Quick" cartons will bring a hardy, twoinch member of the species Testudinata into any home.

#### Granted Code Extension

An additional thirty-day extension has been granted the temporary code authority for the advertising distributing thority for the advertising distributing industry. This extension has been made to enable the industry to carry out the election of a permanent code authority. The status of the code for the advertising agency business continues with but little change and no immediate prospects of a hearing.

#### Whiteley Appointed

H. C. Whiteley has been appointed to represent Industrial Equipment News, New York, in New England territory.

#### Directs Rose Laird Sales

Edward J. Brennan has been appointed general sales manager of Rose Laird, New York, beauty products.

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# How Shall I Break into Advertising?

In just a few weeks advertisers and advertising agencies will be besieged by young men and women, all asking the same question: "How shall I break into advertising?" That question was answered in PRINTERS' INK in the issue of Jan. 5, 1928. Since the appearance of that article many hundreds of reprints have been distributed not only to aspiring advertising men and women, but also to old-timers in the business who found in it the best answer to the college graduates' important question. It has been so popular that it is here being published again. We shall be glad to send reprints to subscribers as long as the supply lasts.

#### By Roy Dickinson

SCARCELY a day passes that some young man who wants to get into the advertising business doesn't write PRINTERS' INK, phone or call in person to discover the how and why. Every agency executive, every advertising manager, every publisher, every individual in the business of selling posters, street-car space, direct mail, or novelties, can be sure that during the year he will be called upon several times to answer the question: How shall I break into advertising?

There is nothing mysterious about the business. It has a definite plan in the economics of distribution and mass selling. Advertising needs a continual flow of new blood. It is particularly a field that interests imaginative and energetic youth.

Yet every man who has taken up advertising and has a living to make, scarcely has the time to go into a detailed discussion with each young person who inquires. It is with the idea of furnishing a few practical suggestions which can be passed on to the young men who want to enter advertising that this is written.

A multitude of roads lead into advertising. There are many and varied jobs in advertising and the usual request for information is not specific. Fortunately, however, some of them are. Let us look for example, at one which came into this office last week.

I am voicing a question, not only for myself, but for the other fellows of my age who want to enter advertising as their life work.

Advertising is in the family. My Dad is an agency account executive and is a graduate of the hard-knocks school. I want to follow in his footsteps as much as possible, but I would like to have a better general knowledge of advertising and marketing before I start. Would you advise home-study courses in these subjects? Are these home-study courses of practical value, granted the student applies himself? Has any article or series of articles appeared in either PRINTERS' INK or PRINTERS' INK MONTHLY on this subject? If there has, will you subject? please give me a list of these?

I think that this subject would make an admirable topic for discussion in your pages and would be valuable to the struggling neophyte. If you do print this discussion, or this letter, please omit my name.

The letter itself is interesting for several reasons. "Dad is a graduate of the hard-knocks school" brings up the image of a retail clerk in a little grocery store at a country cross-road. He probably got there in time to open

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en apof Rose acts, up the store in the morning and do a little sweeping. He moved the goods around on the counter, occasionally printing a sign by hand with long angular strokes. All day long he sold goods to the plain folks of his town. Perhaps he helped trim the windows. Sometimes he wrote price tickets. When there was an advertisement to go in the Daily Bugle and the boss didn't have time, he probably dared to try his hand at it, getting turned down by the boss twenty times but managing to get one or two into the paper when the boss was sick. Dad probably read some books and wrote a little bit on the side. Dad probably learned to have a real regard and liking for the merchandise that moved across the counter into the hands of the village people.

Human meanings began to attach themselves to the products he sold. Dad was a merchant first and he got into the habit of telling people why certain goods were worth while. He did this first across the counter and then in print. Dad lived life; that's why he eventually became an executive

in an advertising agency.

Now his son—quite naturally in these days of modern improvements and labor-saving devices of all kinds—wants to take a short-cut to the same place his Dad reached by long hours, hard work and years of preparation. And why not? There are some short-cuts now and if the young man will just remember not to neglect the hard knocks too, he can at least find out whether he has any aptitude for advertising before he takes up some of the other suggestions made later.

#### Some Good Home Study Courses

There are some mighty good home-study courses such as those offered by Columbia University and other colleges and schools. Many men who have made good in advertising today started by taking a course such as is offered by these institutions.

Since the day that Dad opened up the store in the morning and swept out the corners, many good books have been written on various phases of advertising. There are good books about the agency business, about running an advertising department for a manufacturer, about retail advertising and about the job of selling advertising space for publications and other mediums. A list of such books is available at the offices of PRINTERS' INK.

[Since this article was written a totally new crop of books has come Among them are several which give the young man a far clearer and more specific idea of the jobs in every division of advertising. One outstanding book is "Careers in Advertising and the Job Behind Them" edited by Alden James and published by the Macmillan Company. No less than sixty specialists describe in detail the jobs in every phase of advertising. The young man who studies such a book can discover what branch of advertising interests him most and then point his efforts toward that specific ob-

Stanley Resor, president of the J. Walter Thompson Company, wrote for the book titled: "An Outline of Careers," published by George H. Doran Co., a chapter on advertising which was reprinted in PRINTERS' INK of May 12, 1927. "Since the work of advertising is first to locate and analyze markets," says Mr. Resor, "and secondly to influence the people who constitute those markets, it is obviously a combination of business and the arts. Advertising as practiced today is, in fact, a combination of analysis, planning, writing, illustrating, management and human contact."

The young man who is really determined to get into advertising will probably find his first toe-hold just around the corner from where he is now. He should be able "to hit from where his hand is." If he is in a small city or town, there is a newspaper there, there are several printers, there is a men's tailor shop, there are many stores, there are several manufacturing plants. All of them offer a better way to break into adver-

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WO important factors prompt the inclusion of the Washington (D. C.) Market and The Star in every advertising budget for this year.

The market is attractive because of its pronounced Federal and local activities — creating busyness that is continuous and consistent.

To cover this market The Star — Evening and Sunday — offers the ONE medium that is necessary and at a most economical cost. Admittedly you can't cover the Washington Market without The Star with its outstanding greater volume of circulation and its concentrated reader interest, which gives maximum quality to that circulation — taking your message into the homes, where buying interest is created.

An Associated Press Newspaper Member Metropolitan Sunday Newspapers Member Major Market Newspapers, Inc.

the Avening State

New York Office DAN A. CARROLL 110 E. 48nd St.

Chicago Office J. E. Luts Lake Michigan Bldg.

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tising than a longing look at a larger city and a vague desire to become an advertising executive overnight. Any printer will welcome a young man who has an idea for a booklet he thinks he can sell to a hardware store, a manufacturer or a local charity. If the young man hasn't such an idea or doesn't know how to start on the track of one, it is doubtful whether he has one necessary requisite for any advertising man, the knowledge of how to dig for information and the necessary footwork to go where he can get it.

#### Made Good in Home Town

One young man who came on to New York from a neighboring city and spent an unprofitable two weeks trying to break into advertising by calling on friends and acquaintances, went back home discouraged. He broke into advertising by writing a startling and unusual bit of copy for the blotters distributed by his local tailor. He did other similar local jobs and in five years built up a good business in direct-mail and booklet work which has expanded. Now, in addition to the local work which makes him a good living, he has built up sort of a syndicated advertising service in neighboring localities which promises to show a real profit.

Another incident happened recently which helps make clear the necessity for a young man to look at his present surroundings with a microscope if he really wants to break into advertising. young man, who came to me with a note from a friend, had been selling a machine which he carried around for the inspection of office managers. The machine was not light in weight and the young man's doctor had advised him to change to lighter work at a desk. He had taken a course in advertising, had read several books and had written some acceptable material for business publications. With this combination of actual selling experience, knowledge of the fundamentals of advertising gained from study and a real desire to write, he thought that he ought to make a valuable addition to the advertising department of some manufacturer. He was holding on to his present job temporarily and doing well in sales, but he was anxious to change, both because of his health and because he felt it was impossible ever to earn more than \$40 a week with the company for which he was working.

I didn't know of any job open, but suggested he read the want advertisements in Printers' Ink and the daily papers and would have forgotten his name probably, except for one unusual circumstance. The sales manager of his company called up a week later. There was a good opportunity open in the advertising department of the company, he said. Did I know of any young man, not necessarily with advertising experience? Some young man who had actually sold goods, who liked to write and who had a general knowledge of what advertising was all about. If I knew of such a young man there was a job open. The salary to start was \$50 a week!

A good trait for any young man to have is a healthy curiosity, a keen power of observation. If he is now employed anywhere, let any young man look first into the things nearest him, be curious about them, observe them, apply imagination to them. He may then turn out to be one of the many men who broke into advertising by discovering a waste product in the plant which could be made a profitable leader, who while in the sales, accounting-yes even shipping-departments, discovered a new use, a new selling angle, or suggested a new advertising appeal. If a man can't look with new eyes at the things nearest him it is doubtful if he can ever be trained to spark brightly on products with which he is unfamiliar.

The young man just out of college who has shown a flair for writing, has managed to get some material published in the college newspaper or literary magazine and so thinks he should be able to step into an advertising job almost at once, has a balance to get first.

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Against his literary learning and his love for the use of words, he should secure the weight of commercial selling experience. With that combination he should be able to write a letter of application which will get an audience. If he doesn't know how to get such a balance let him look at the "Men Wanted" columns in any paper. Even a "Boy Wanted" advertisement answered promptly and without pride, led one young college graduate with real ability into advertising. He secured the "boy" job in an agency and allowed his previous literary skill to be discovered in the person of "just an-

other young man" who had a job

in the forwarding and delivery

department.

Speaking again of college graduates, many publications and advertising agencies are interested in what the young man did during his four years in addition to securing a degree. One prominent New York City advertising ororganization makes it a point to hire each year two or three young men who, while at college have proved their qualities of leadership and ability by making a team, managing something or who have otherwise demonstrated that they were not content merely to get out of college only the classroom material. A good advertising man must always have the capacity to take on something extra; he must have curiosity and ambition to go further than routine. If a man has shown this ability in college it should help him secure a job.

A whole article could be written on the letter of application alone. It is often the final step which decides whether the young man will break in, or just look in and wish. After all the observation, reading, study and first-hand experience at retail, or some other form of selling, there comes the moment to answer a want advertisement, to write to a list of prospective employers, or to send out a letter soliciting a job to perform on a free-lance basis. The young man, putting aside his pride, has decided he will break into the advertising house by means of the cellar door. He will take any job. As Norman Lewis says in his book: "The advertising agency that tells you 'we have all the writers or salesmen we need' may, upon being questioned, remember that they could use a young man to file cuts. 'The job doesn't pay much, probably you wouldn't be interested'—

but you are interested."

The agency man asks to have a letter written. What kind of a formal application shall the young man make for the job when he has already had his interview or is seeking one? A friend of mine who hires a great many young men new to the business of advertising, tells me that he has in the last ten years taken on everyone who was able to write an original and interesting letter of application. The number of such letters he has received and the young men he has hired from them in the last ten years amounts to between thirty and forty. More than 90 per cent of letters of application, he says, are stilted, hackneyed and obvious. "We have a large turnover," he tells me, "because we are known as a training school for young men. In two of our departments we add seven or eight young men a year who are turned loose to call for advertising on a certain line of small accounts. Out of every ten letters I receive from young men who want to break into advertising, six or seven can be counted on to be useless pedigrees. two or three fair, and one or two interesting and intelligently writ-

### Eight Suggestions from an Executive

Another executive who had ten young men to hire, received in answer to several advertisements almost 300 letters of application. He has hired three men out of all the answers and is still looking for seven more. He offers as suggestions:

1. Always send a typewritten letter. Executives are used to reading letters in that form.

2. Don't be funny. Getting a job is a serious business.

3. Don't send a photograph unless it is specifically requested.

 Don't write five-page letters giving lists of ministers, banks and relatives as references.

5. Don't boast, turn handsprings in print, or make general claims.

6. Be brief, specific, tell how you can be of service to the man you want to work for by telling what similar specific thing you have done on your own initiative in the past.

7. Use good stationery, have the letter neatly written if you can't write it yourself, and talk in terms of the employer's point of view; not your own.

8. Incidents and facts are twice as interesting as guesses or ref-

Many advertising agents believe that the research department of an agency or a publishing house is the logical place for a young man to begin. A young man can't sit down and write copy or sell consistently unless he knows about the product and the influences that surround it. Doing research work necessitates going out and meeting all manner of people. That is a good thing for a young man whose business contacts have necessarily been few. It adds poise and confidence, as well as knowledge about the product and all types of people.

How can a young man get into research? Many agencies, and there is a list of all agencies available, use young men on part time to make house-to-house or store-to-store surveys for a particular product. A young man intent on breaking in and who thinks he has the necessary qualifications for this apprentice work, might tell a few agents and manufacturers by letter that he is available for this type of work and why he thinks he can qualify. Nor is there any reason, if he doesn't mind the possi-

bility of falling into the hands of the local police, why he can't decide on a product and make a house-to-house investigation without a license as a canvasser, starting this evening. After any young man has been thrown out of a few kitchens, or pushed gently from a few front doors and is willing to keep it up until he discovers, for example, "how many times a week a family uses canned codfish based upon evening calls on 250 families with actual consumer replies," he can say truthfully he has had experience as a research man.

The same fact holds true in many other branches of advertising and the young man floored by the reply "but you've had no ex-perience" has only himself to blame if he does not go out and get some on his own initiative. There are booklets to be written. there are manufacturers who can use ideas, there is much to be done. But always, let the young man remember, no one else has the magic key to open the door to advertising, or any other business for that matter, but himself. Let him get a background by reading and study, let him get himself some experience by foot-work, imagination, thought and perspiration, and then let him market what he has acquired for himself by more hard work and imagination in writing a letter of applica-

That is the net of the way to break into advertising, not by means of Aunt Minnie or Cousin Lil or the man your father met on the Mauretania in 1922.

Incidentally, the young man who goes about the job in the manner outlined in this article is going to find the task both interesting and fascinating. If he doesn't, let him look carefully into truck driving or some other type of business.

#### Canadian Association Elects

B. W. Keightley, advertising manager of Canadian Industries, Ltd., Montreal, has been elected vice-president of the Association of Canadian Advertisers. T. P. Murphy, advertising manager, Northern Electric Company, has been appointed a director.

#### Butterly with Kiernan

George P. Butterly, Jr., has resigned from the Blaker Advertising Agency and as director of the Press Relations Bureau, both of New York, to become associated with Frank Kiernan & Company, New York agency, as an account executive.



## FULTON OURSLER Editor of Liberty

will begin a series of radio broadcasts entitled

## "STORIES THAT SHOULD BE TOLD"

in the U. S. over the N. B. C. Blue Network in Canada over CRCT and CFCF

#### FRIDAY, APRIL 6 · 10 P.M. E.S.T.

New York		. WJZ	Detroit .			WJR
Boston.		. WBZ	Cincinnati			WLW
Springfield		. WBZA	Chicago .			WENR
Baltimore		. WBAL	St. Louis .			KWK4
Washingto	n.	WMAL	Cedar Rapids			KWCR
Syracuse		. WSYR	Des Moines			KSC
Rochester		WHAM	Omaha-Counc	il B	luff	s KOIL
Pittsburgh		KDKA	Kansas City			WREN
Cleveland		. WGAR	Indianapolis			WKBF
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(TWO-PAPER TOWNS)

## 'Scuse Pleeze!

In our enthusiasm over our remarkable showing . . .

Our advertisement in last week's issue of

## PRINTERS' INK

Said that Cedar Rapids led the entire State of IOWA in total advertising linage for the year 1933.

Cedar Rapids DID NOT lead the State

BUT... Published in IOWA.....

Cedar Rapids Gazette

"BLANKETS IOWA'S RICHEST MARKET,"

## was FIRST In Total Advertising Linage for 1933!

MAKE SURE CEDAR RAPIDS GOES ON YOUR NEXT LIST

Represented Nationally by ALLEN-KLAPP-FRAZIER CO.

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# Beer Advertising Calls for **Expert Knowledge**

The writer of this article, which appeared in Brewery Age, is advertising manager of a large Eastern brewery, who prefers to write under an assumed name. He puts his finger on the weak spot in the beer business. It is a mistake for a brewer to assume that he is able to direct the merchandising and advertising policies of his business as well as a man trained for the job,

## By B. M. Potts

EVERY brewery with a produc-tion of 100,000 barrels or more per year should have an advertis-

ing manager.

That may appear a somewhat dogmatic statement, and some brewers may scoff at it, but current experience of most brewers bears out its truth. Even smaller breweries require an advertising director, but may get along without him if the organization includes a man who has had advertising training and its advertising is placed through an agency.

There has been too much mystery surrounding brewers' advertising expenditures. The advertising trade press has asked again and again: "How are brewers computing their appropriations? How much are they spending? Is the appropriation based actually on unit sales (barrels), or upon

estimated sales?"

LIST

No authoritative responses have emanated from representative brew-The industry has not yet acknowledged that today modern business men exchange such information freely, the trade press discusses it, and there is no mystery at all to the ordinary advertising appropriation. Or, perhaps, brewers have not yet fully realized they are conducting a legal business (a feeling intensified by the stringent regulations adopted in some States).

What a brewer should spend for advertising depends upon several important factors, which in turn will determine the type of

advertising he should do. If his production is moderate and his market largely local, free from intensive outside competition, his expenditures per unit, or as a total, will be less than that of the brewer who has a large outside distribu-

The local brewer in most instances possesses some local goodwill which, properly capitalized by the sales force, should lessen his advertising intensity, especially in the more costly forms of advertising-newspapers, magazines and outdoor posters or bulletins. If, on the other hand, his sales bulk is large in outside territory, his expenditures will be greater in every direction. As a matter of fact, many brewers, in an ill-advised effort to secure national distribution, are today spending more to get distant business than it is

I know a brewer whose product sells in more than fifty cities, who has done a satisfactory advertising job at a cost of 70 cents a barrel since legalization; and I know others who have spent more than \$1.25 per barrel. I know distributors (wholesalers) who have cost their brewery \$4 per barrel in advertising, and others who have done a good job on 40 cents a barrel.

Some brewers, once within a territory, have hesitated to drop out even when the advertising cost has become inordinately heavy, or the distributor weak and inefficient.

The question as to whether the brewery should assume all the advertising cost for a distributor, only part, or how much to allow him is not easily settled. Eventually territorial advertising allotments must be computed upon a volume basis—once the promotion "hurrah" is over.

Using either 70 cents or \$1.25 as a unit basis, the brewery with sales of 100,000 barrels will spend \$70,000 to \$125,000 a year for advertising, and the larger ones more in proportion. An expenditure of such magnitude requires a guardian (under present conditions, a "guardian angel"). This guardian, the advertising manager, can save in a year several times his salary, whether or not the advertising is placed through an agency. advertising manager is obligated to no one's interest but his employer's; others may not be so free of selfinterest or domination.

A fairly workable breakdown of the advertising appropriation is newspapers and magazines, 30 per cent; radio, 20 per cent; outdoor (in which may be included car cards), 15 per cent; dealer helps, 30 per cent, and miscellaneous, 5 per cent. Under present conditions, the dealer helps proportion may be found to increase—at the expense of newspapers and outdoor advertising.

#### Where Advertising Manager Can Do a Lot

If the ratios hold firm, at least one-half of the entire appropriation will be distributed for items where there exists the greatest degree of competition—signs, displays, novelties. A seasoned advertising manager does his best work here, in purchasing. Again, the brewer (some of them try it) has no time to interview the horde of sign and novelty men who have descended upon the breweries to sell signs, trays, beer mats, beer shavers, menus, calendars, and other novelties.

It seems as if everyone who can use a hammer and saw has concocted a device which he believes would increase a brewer's sales—and how disappointed some of them appear when the defects of their brain-children are pointed out—or their lack of advertising value.

Neon and electric-lamp signs are assets which should be written off over a period of perhaps five years. When sent out of town or installed through outside distributors, their location should always be known to the brewer and control of them retained through proper records. Otherwise valuable property will be dispersed, especially if a distributor "folds up" and there is a lapse of time before his successor is established. The record of out-of-town signs and those installed locally is controlled by the advertising depart-

#### Worth of a Record System

The worth of a fool-proof record system on signs becomes evident when signs begin to give out and require repairs. Failure to enforce guarantees where they exist, or to locate the installer of the sign gives the brewer headaches, demoralizes the sales department, and converts the customer to a frame of mind where a competitor will receive a cordial reception.

If the brewer has outside distribution, his wholesalers will constantly demand advertising material, and frequently these demands will be excessive. The basements of wholesalers, every manufacturer knows, are clogged with display material that has gone out of date. The advertising manager can establish a checking system which completely controls distributors' stocks of dealers' helps and prevents unwarranted "overstocking." In his own office, he maintains another check upon the advertising stock room, permitting no withdrawals except on order. There is no anguish so poignant as when it is discovered that a popular bit of advertising material has "run out" -and the quickest possible replacements are three weeks distant.

The public restored beer to the nation—and how well they know it. Representatives of clubs, societies, fraternal, trade and charlefects ointed rtising

5, 1934

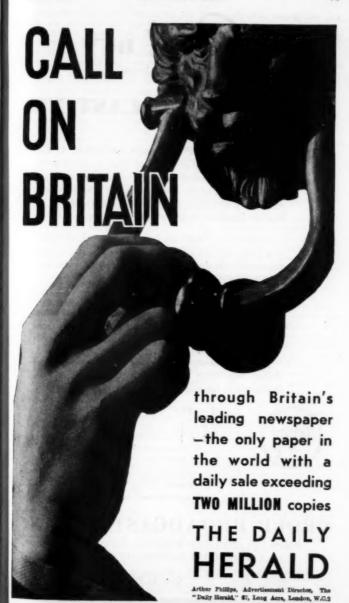
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# Kest Buy

## ROADCAS

FROUP BROADCASTERS, INC., offers advertisers for the first time a coordinated grouping of individual stations reaching the wealthiest part of the Nation's richest market, where 2/3 of the population, 2/3 of the retail sales, and 3/4 of Radio's listening audience are found.

.... offers these stations, leading Network affiliates, at a price that invites direct comparison in cost per thousand with that of Radio in any other form and with advertising in any other medium.

delivers to advertisers with national and sectional distribution, Spot Broadcasting's local effectiveness at Network rates, or lower, with transcription manufacturing costs absorbed.

If you are interested in reaching the most people per dollar who have the most dollars to spend, we invite you to investigate.



GROUP BROADCASTERS, INC. JOHN SHEPARD, 3rd-WNAC, President.

Executive Committee; —ALBERT A. CORMIER—WOR, Chairman; ARTHUR B. CHURCH—KMBC., I. R. LOUNSBERET—WOR-WKBW. HARRY HOWLETT-WHK., THOMAS P. CONVET-KWK.

#### CHARTER MEMBER STATIONS

CKLW Detroit Mich.
KMBC Kansas City, Mo.
WOR Newark, N. J.
WIP Philadelphia, P.
KWK St. Louis, Mo. and

ASSOCIATE MEMBER STATIONS available in other major markets

## GROUP BROADCASTERS, INC.

ROOM 1434 CHRYSLER BUILDING, NEW YORK, N. Y. TELEPHONE VANDERBILT 3-3425

3300 Union Guardian Bldg. 410 Wrigley Bldg.
Detroit, Mich. Chicago, Ill., Superior 3426 DETROIT, MICH. CADILLAC 7200

RUSS BLDG. SAN FRANCISCO, CAL. SUTTER 0144

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Adds Ted Stackcago. signin Chicag work.

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Joins Hal Seattle the sta ciates,

ity organizations have descended upon the brewers for remuneration. Acting as buffer-man, the advertising manager can cut this expense two-thirds; the brewer personally should not be interviewed for these "nuisance" contributions, or he will quite often find himself "on the spot," unable to escape, the victim of friend and foe alike.

A firm, discriminating policy is required in New York City, where the Brewers Board of Trade has encouraged co-operative action by its members' advertising managers to limit the cost of nuisance advertising. These men are in constant contact with each other, to their employers' advantage. Some of them have subscribed to an investigating service which effectively sorts the wheat from the chaff. The Better Business Bureaus also serve in this way.

An advertising appropriation of substantial size deserves the advice and direction of an advertising agency, but no attache of an agency can spend as much time in the brewery, or recognize its problems so thoroughly, as the advertising manager. Between the agency and the advertising manager a very good job can be done, always in co-operation, of course, with the sales department.

The advertising manager should not be a prisoner to his desk. He should make the rounds frequently with the local salesmen, and should visit outside territory from time to time. I have yet to make an outof-town trip that has not resulted in a considerable saving for the home office.

Distributors are not advertising men, and as a rule their requisitions are excessive. They are inclined, when the going is rough, to lean too heavily upon expensive signs and concessions instead of salesmanship. Gnashing of teeth is justified in the home office when a distributor gets fifty Neon signs and then calmly advises the brewer that his city is a "direct current" town, and that the signs require expensive converters; or that wiring is required for dealers' windows (more bills for the brewer to assume). If the advertising manager knows his business he will prevent such a fiasco by proper inquiry.

Yet in spite of the evident need of the advertising manager in the modern brewery, many brewers are attempting to carry on without one, advertising decisions are made by sales managers, brew masters, bottle department managers and perhaps by salesmen themselves, the record of expenditures is not segregated properly, the disbursements are not properly proportioned to fit conditions, long-term contracts are signed which later become onerous -in other words the corporation's advertising program is any man's job, and consequently, no man's.

With such soft opposition to confront, the large out-of-town brewers, with their trained, businesslike advertising and sales departments, roll into town and scale the putty ramparts.

#### Adds Sherdeman

Ted E. Sherdeman has joined the Stack-Goble Advertising Agency, Chi-cago, as radio production manager, re-signing as production man at NBC's Chicago studio to take up his new work

#### Pencil Account to Thompson

The Eberhard Faber Pencil Company, Brooklyn, N. Y., has placed its adver-tising account with the J. Walter Thompson Company.

#### Joins Seattle Agency

Hal Armstrong, for years with the Seattle Post-Intelligencer, has joined the staff of Lloyd Spencer and Associates, advertising agency of that city.

#### With J. J. Gibbons

J. E. Birks, formerly with the Ron-alds Company, Montreal, printing, has been appointed account executive of J. J. Gibbons, Ltd., advertising agency, at Montreal.

#### Opens Oregon Office

J. L. Hays has been named manager of the Portland, Oreg., office of Smith & Drum, Inc., Los Angeles agency. He formerly was with the Union Pacific Railroad.

#### Has Maple Syrup Account

The Carey Maple Sugar Company, St. Johnsbury, Vt., Carey maple syrup, has placed its advertising account with Fuller & Smith & Ross, advertising agency.

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LDG. SCO, CAL. 0144

I. Y.

## 314 Companies Report 1933 Earnings

Statements of Leading Advertisers Reflect Business Gains

Company	1932	1933
Abbott Laboratories	\$298,384	\$549,57
Addressograph-Multigraph Corp	. *D372,332	D322,49
Advance-Rumely Corp.	D55,988	D51,04
Affiliated Products	639,227 D220,171	375,77 105,36
Ainsworth Manufacturing Co, Airway Electric Appliance Co. Allegheny Steel Co.	D220,171	D94 00
Allegheny Steel Co.	D397,935 D1,052,080	D84,09
Allied Chemical & Dye	11,441,189	292,01 14,595,52
Allie Chalmers Mfr Co	T) 2 OFF 042	D2,893,90
Altorfer Brothers Co.	D171 710	237.41
Aluminum Company of America	D2,172,732 10,957,295 D2,986,438 1,763,392	237,41 1,664,54 15,357,04
American Can Co	10,957,295	15,357,04
American Chain Co.	D2,986,438	D431,76 1,699,31
American Chicle Co	1,763,392	1,699,31
American Cigar Co. American Commercial Alcohol Corp.	2,711,963	2,666,62
American Commercial Alcohol Corp	586,365	1,190,34
American Home Products Corp	2,644,199	1,996,32
American-La France Foamite Corp.		D388,61
American Laundry Machinery Co	D984,968	D1,187,28
American Maize Products Co	388,346	721,14
American Radiator & Standard Sanitary Corp	D5,990,986	D881,57
American Radiator & Standard Sanitary Corp American Rolling Mill Co	D2,029,602 615,756	D637,08
American Salety Razor Corp.	4 227 096	736,219 4,801,57
American Sugar Refining Co.  American Telephone & Telegraph Co.	4,327,986 145,906,909	137,456,77
American Thermos Bottle Co.	25,073	103,39
American Tobacco Co.	43,267,084	17,401,20
American Woolen Co.	D7,269,821	7,053,088
Anchor Post Fence Company		D84,714
Arcturus Radio Tube Co.	D464,603	D26,143
Armour & Co.	D3,857,565	8,121,641
Armstrong Cork Co	D2,259,376	3,204,167
Art-Metal Construction Co	D3,857,565 D2,259,376 D430,238	3,204,167 D357,380
Atlantic Refining Co	3,918,022	6,556,377
Atlas Powder Co	42,073	709,334
Auburn Automobile Co	D974,751	D2,307,973
Automatic Washer Company	D232,588	10,908
Bayuk Cigars, Inc. Beech-Nut Packing Co. Beldien Mfg. Co. Belding Heminway Co. Bendix Aviation Corp.	D1,262,556	664,711
Beech-Nut Packing Co	1,652,235	1,801,391
Belden Mfg. Co.	D231,044	210,520
Belding Heminway Co	D151,963	491,170
Bendix Aviation Corp.	D1,601,242	1,242,891 D140
Benson & Hedges Bigelow-Sanford Carpet Co.	D1,677 D1,948,737	1,140,680
Bigelow-Santord Carpet Co.	D798,312	D683 611
Black & Decker Manufacturing Co	D720,568	D683,611 1,494,552
Bon-Ami Co	1,092,386	1,086,047
Borden Co.	7,524,489	4,646,444
Bourjois, Inc.	398,077	344,858
Brillo Mfg. Co.	115,569	144,504
Brillo Mfg. Co. Bristol-Myers Company	2,447,130	2,156,151
Brunswick-Balke-Collender	D1,056,230	D715,504
Budd Manufacturing Co., Edward G	D1,785,757	D886,701
Bunte Bros	D307,920	39,050
Burte Bros. Burroughs Adding Machine Co.	D1,785,757 D307,920 655,329	1,304,557
Byers, A. M., Co	D942,333	D1,044,056
Canada Dry Ginger Ale, Inc	423,822	457,087
C Wills Inc	477,970	3,924,412
Carnation Co	D688,565	1,078,512
Case Co., J. I.	D2,611,082	D2,093,503
Cannation Mills, Inc. Carnation Co. Case Co., J. I. Caterpillar Tractor Co. Celanese Corp. of America	D1,616,873	302,717 5,453,902
Celanese Corp. of America	891,865 D1 382 727	D664,122
Celotex Co.	D1,382,727 D1,600,077	D1,071,886
Certain-teed Products Corp. Charis Corp.	157 273	181,013
Charis Corp	157,273 798,860	884,806
Chesebrough Mig. Co	D11,254,232	12,129,120
Cluett, Peabody & Co.	D271,752	508,722
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<sup>&</sup>quot;"D" where found in the table indicates deficit.

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These wor calls are The Corb marketing 18 233 49,578 22,496 51,041 75,778 05,362 84,091 92,017 95,521 93,905 137,415 164,547 157,048 131,765 156,628 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156,631 156

96,323 388,616

187,285 721,144 881,575

637,089

736,219 801,574

456,776

103,396 401,208

053,088 D84,714 D26,143

121,641 204,167

357,380

,556,377 709,334 ,307,973 10,908

664,711

,801,391 210,520 491,170

,242,891 D140 ,140,680 D683,611 ,494,552

,646,444 344,858

144,504

2,156,151 D715,504 D886,701

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457,087

1,078,512

2,093,50

D664,122 1,071,886

2,129,12

181,013

508,72

302,71 453,90

39,050 ,304,557

## ASK "20 MULE TEAM BORAX"-





IN 1932 and 1933 our Field Merchandising men made 6,250 calls on grocery wholesalers, chains and independents,—to tie them up more thoroughly to the campaigns of "20 Mule Team Borax".

Ask Mr. Haddox, Salesmanager, what he thinks of the sales value of this field work.

In the past two years, Corbett has merchandised 61 branded products, 23 Drugs, 20 Foods, 18 Confections, Automotive and Household products.

THE CORBETT AREA is one of the most important markets of the United States. Carbett knows this market and covers it thoroughly with a complete field merchandising service. . . . 14 permanent field men personally call on Wholesalers, Chains and Independents. Sales managers receive, each day, complete reports of every call made. . . . 16 permanent house-to-house women average 3,000 home calls weekly. These women do every type of consumer promotion work, including sampling. Their calls are personally reported to retailers in the neighborhood being worked. . . . The Corbett organization also functions as consultant in the development and marketing of new products and the creation of new distributing outlets for already established products.

Ask us for the cost of a test campaign!

## J. RALPH CORBETT, INC.

Established 1918

A Merchandising Organization

(not an advertising agency, nor a research company)

CAREW TOWER, CINCINNATI, OHIO - GRAYBAR BLDG., NEW YORK, N. Y.

		1 25 - 73.1
Company	1932	1933
	*** *** ***	\$10,838,993 D51,362 373,389 D2,775,104
Coca-Cola Co. Coha & Rosenberger, Inc. Colgate-Palmolive-Peet Co. Colonial Beacon Oil Co. Colorado Fuel & Iron Co. Col's Patent Firearms Mfg. Co. Congoleum-Nairn Co. Congress Cigar Co. Congress Cigar Co.	D4,253,261 20,795 674,402 274,228	D2,389,063 675,132 2,062,881 D170,971 497,779 2,788,430
Congress Cigar Co. Consolidated Cigar Corp. Continental Baking Corp. Continental Motors Corp. Continental Oil Co. Cord Corporation Corn Products Refining Co. Craddock-Terry Co.	923,853 2,759,056 D2,754,278	497,779 2,788,430 D3,497,764
Cord Corporation Corn Products Refining Co.	D1,444,133 1,523,503 8,761,638	D3,497,764 2,275,860 1,380,007 11,504,941
Craddock-Terry Co. Crane Company Cream of Wheat Corp. Curtis Publishing Co. Cutter-Hammer, Inc.	D1,963,679 D7,536,868 1,500,576 5,567,905 D738,110	D1,116,101 D1,874,823 1,289,593 1,313,576 D130,386
Davenport Hosiery Mills	124 270	170 934
Deere & Co. Dennison Mfg. Co. Devoe & Raynolds Co. Diamond Match Co.	D877,182 D5,167,104 D481,184 21,765 2,036,929	D107,158 D4,335,308 45,877 656,336 2,054,510
Dictaphone Corp.  Du Pont, E. I., de Nemours & Co.  Durham Hosiery Mills	37,898 26,234,778 64,518	138,236 38,895,330 157,894
Eagle-Picher Lead Co. Early & Daniel Co.	D805,106 25,936 6,058,748	647,786 114,640 11,119,044
Electric Auto-Lite Co. Electric Storage Battery Co. Elgin National Watch Co. Endicott-Johnson Corp.	1,364,059 1,259,859 D1,193,782 1,188,241	684,372 2,022,206 D263,372 2,154,941 99,036
711 1 27 00	48,110 D2,547,231 D631,249	
Fairbanks, Morse & Co. Federal Motor Truck Co. Field & Co., Marshall Firestone Tire & Rubber Co. Florence Stove Co. Florsheim Shoe Co. Florsheim Shoe Co.	D631,249 D7,987,226 5,151,978 256,866 D40,529	D1,147,339 D165,062 97,605 2,397,059 532,489 586,811
Follanshee Bros., Co. Fuller Brush Co. Fyr-Fyter Company	D1,044,897 D21,837 D35,504	532,489 586,811 D665,571 118,861 D42,382
Gabriel Co	D107,938 3,789,625 2,058,370	D130,620 2,035,649 721,519
General Electric Co. General Foods Corp.	14,404,110	D130,620 2,035,649 721,519 13,429,739 11,032,948 83,213,676 414,912 3,659,022 1,432,863
General Motors Corp. General Tire & Rubber Co. Gillette Safety Razor Co. Gildden Co. Gobel, Inc., Adolf	164,979 202,353 5,504,866 531,435 D28,610	D322.067
Glidden Co. Gobel, Inc., Adolf Gold Dust Corp. Goodrich Co., B. F. Goodyear Tire & Rubber Co. Gorham Mfg. Co. Gotham Silk Hosiery Co. Graham-Paige Motors Corp. Greyhound Corp. Gulf Oll Corp. of Penn.	D28,610 2,513,550 D6,582,140 D850,394	2,066,029 2,272,514 6,021,535
Gorham Mfg. Co	D143,772 D2.810.852	96.400
Greyhound Corp. Gulf Oil Corp. of Penn.	D127,084 2,743,492 D987,643	66,997 1,596,303 D11,386,287 D148,560
Hamilton Watch Co. Hart Schaffner & Marx Hat Corporation of America Hercules Motor Co.	D3,915,729 D129.814	D683,654 222,177 76,515
Hercules Motor Co.  Hercules Powder Co.  Hersbey Chocolate Co.  Herwood-Wakefield Co.	889,763 4.737.765	4.246.034
Hercules Powder Co. Hershey Chocolate Co. Heywood-Wakefield Co. Hires Company, Charles E. Holeproof Hosiery Company Houdaille-Hershey Corp. Household Finance Corp. Hupp Motor Car Co.	D1,461,446 224,573 D8,626,212 D590,523 3,634,280	D739,762 92,469 38,986 D113,900 3,589,132
Hupp Motor Car Co	D4,515,482	3,589,132 D1,778,588

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38,993 51,362 73,389 75,104 89,063 75,132 62,881 70,971 97,779 88,430 97,764 75,860 80,007 04,941 16,101 174,823 89,593 313,576 30,386

79,834 07,158 35,308 45,877 556,336 054,510 138,236 395,330 157,894

647,786

647,786 114,640 119,044 684,372 022,206 263,372 154,941 99,036

147,339 165,062 97,605 397,059 532,489 586,811 665,571 118,861 D42,382

130,620

035,649 721,519 429,739 032,948 213,676 414,912 659,022 432,863 3322,067 ,666,029 272,514 96,400 66,997 ,596,303 ,386,287

0148,560 0683,654 222,177 76,515 2,363,055 4,246,034 0739,762 92,469 38,986 0113,900 3,589,132 1,778,588

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Company	1932	1933
Hygrade Food Products Corp.	\$D229,196 851,527	\$D55,981
		655,072
Indian Motocycle Co. Indian Refining Co. International Business Machines Corp. International Harvester Co. International Nickel Co. of Canada International Salt Co. International Shoe Co. International Slove Co. International Slover Co. Iron Fireman Mfg. Co.	D235,299	D80,310
Indian Refining Co	D2,298,844	D1 190 167
International Business Machines Corp	6,407,757	5,736,424
International Harvester Co	D7,582,879	D1,886,257
International Nickel Co. of Canada	D135,344	9,662,583
International Salt Co	514,684	5,736,424 D1,886,257 9,662,583 490,709 9,090,566
International Silver Co.	0,047,327 D1 567 320	9,090,566
International Silver Co	D2,298,844 6,407,757 D7,582,879 D135,344 514,684 6,647,527 D1,567,238 78,679	242,624 330,784
	10,017	000,707
Jantzen Knitting Mills	D118,192	105,435
Jewel Tea Company Johns-Manville Corp.	1,053,626	909,325 105,331
Johns-Manville Corp	D2,680,873	105,331
Kalamazoo Stove Co	D42 920	206 147
Kellogg Switchboard & Supply Co.	D42,920 D749,818	206,147 D315,711 D961,998
Kelly-Springfield Tire Co	D666,313	D961,998
Kelvinator Corp	102,701	
Kendall Co	60,518	955,864
Ken-Rad Tube & Lamp Corp	78,132	77,591
Kimberly-Clark Corp.	588,755	955,864 77,591 494,018 69,718
Kleinert Rubber Co., I. B.	102,701 60,518 78,132 588,755 D245,634 D776,980	69,718
Kalamazoo Stove Co. Kellogg Switchboard & Supply Co. Kellyspringfield Tire Co. Kelvinator Corp. Kendall Co. Ken-Rad Tube & Lamp Corp. Kimberly-Clark Corp. Kleinert Rubber Co., I. B. Kuppenheimer & Co., B.	D776,980	D222,121
Lambert Co	3,763,707 D75,916 150,032	2,229,661
Landers, Frary & Clark	D75,916	236,409
Lee Rubber & Tire Corp	150,032	236,409 260,607
Lehigh Portland Cement Co	D1,998,190	13947 420
Lehn & Fink Products Co	1,244,375	807,286
Liggett & Muere Tobacco Co	22 075 212	4,200,542
Lily-Tulin Cup Corp.	340 160	807,286 4,200,542 16,731,175 292,900
Lindsay Light Co	1,244,375 D295,019 23,075,213 349,169 25,229	33,182
Liquid Carbonic Corp	D440,529	366,914
Loose-Wiles Biscuit Co	1,322,982	1,679,842
Lambert Co. Landers, Frary & Clark Lee Rubber & Tire Corp. Lehigh Portland Cement Co. Lehn & Fink Products Co. Libby-Owens-Ford Glass Co. Liggett & Myers Tobacco Co. Lily-Tulip Cup Corp. Lindsay Light Co. Liquid Carbonic Corp. Loose-Wiles Biscuit Co. Lorillard Co., P.	D440,529 1,322,982 4,556,052	2,380,254
McCall Corp.  McGraw-Hill Publishing Co.  McKesson & Robbins, Inc.  McQuay-Norris Mfg. Co.  Mack Trucks, Inc.  Mallinson, H. R. & Co., Inc.  Massey-Harris Co.  Maytag Co.  Mead Johnson & Co.  Medville Shoe Corp.  Minneapolis-Honeywell Regulator Co.  Minneapolis-Hone Power Imp. Co.  Mohawk Carpet Mills, Inc.  Monsanto Chemical Works  Morris, Philip, Consolidated, Inc.  Moto Meter Gauge & Equipment Corp.  Mullins Mfg. Corp.	1 1/2 200	1 180 000
McGraw-Hill Publishing Co	1,163,308	1,170,988
McKesson & Robbins, Inc.	D921 641	271,911
McOuay-Norris Mfg. Co	D239,187 D921,641 349,190 D1,479,598	304,249 376,775 D947,909
Mack Trucks, Inc	D1,479,598	D947,909
Mallinson, H. R. & Co., Inc	D200,416	D295,145
Massey-Harris Co	D3,827,512	D295,145 D3,305,742
Maytag Co.	D3,827,512 100,773 1,106,757 721,643	1.204.503
Melville Shee Corp	1,106,757	942,266
Minneapolis-Honeywell Regulator Co	190,323	942,266 1,355,516 831,240
Minneapolis-Moline Power Imp. Co.	D3,107,821	D1,544,566
Mohawk Carpet Mills, Inc.	D1.087.799	348,371
Monsanto Chemical Works	1,012,698	2.221,207
Morris, Philip, Consolidated, Inc.	D1,087,799 1,012,698 415,173	243,204
Moto Meter Gauge & Equipment Corp	D369,962	243,204 150,666
Mullins Mig. Corp	D696,108	D263,427 287,268
atunsingwear, Inc.	D1,102,452	287,268
Nash, A., Co	D566,177	51.515
Nash Motors Co	D566,177 1,029,552 D63,907	51,515 D1,188,863
Nast Publications, Inc., Condé	D63,907	D494,436
National Biscuit Co	17,104,125	14.995.305
National Cash Register Co	D4,499,265	D579,624
Nash, A., Co.  Nash Motors Co.  Nash Motors Co.  Nast Publications, Inc., Condé  National Biscuit Co.  National Cash Register Co.  National Dairy Products Corp.  National Distillers Products Corp.  National Lead Co.	17,104,125 D4,499,265 12,537,380 522,179 3,301,612	D579,624 7,051,872
National Lead Co	3 201 612	6,127,488 3,828,329
National Refining Co.	D1.187.858	D340,885
Naumkeag Steam Cotton Co.	D164,618	19,065
National Lead Co. National Refining Co. Naumkeag Steam Cotton Co. Nehi Corp.	D162,082	91.270
New Haven Clock Co	D1,187,858 D164,618 D162,082 D629,655 2,013,120	D126,870
New Jersey Zinc Co.	2,013,120	D126,870 3,994,073
Northern Pages Wills	D85,575 D94,359	240,729
Norwich Pharmacal Co.	631 114	46,410
Naumkeag Steam Cotton Co. Nehi Corp. New Haven Clock Co. New Jersey Zinc Co. Noblitt-Sparks Industries, Inc. Northern Paper Mills Norwich Pharmacal Co. Nunn-Bush and Weldon Shoe Company	631,114 D58,097	680,857 208,530
or -		
Oliver Farm Equipment Co	D4,164,975	D2,907,106
Oneida Community, Ltd	D1,072,520	405,922

82	PRINTERS' INK		Apr. 5, 1934
Company		1932	1933
Oshkosh Overall Co Owens-Illinois Glass Co		\$29,422 2,067,886	\$70,237 6,032,312
Packard Motor Car Co	*******	D6,824,312	107,081 280,227 6,902,683 403,958 1,443,648
Park & Tilford, Inc		D399,651	280,227
Parke, Davis & Co		3,927,923	403 058
Penick & Ford Ltd. Inc.		D399,651 5,927,923 264,736 915,820	1.443.648
Perfect Circle Co		252,962	397,039
Pet Milk Co		100,383	468,776
Phillips Petroleum Co		252,962 100,383 775,766 D710,483	1,500,695
Phillips Petroleum Co. Phillips-Jones Corp. Phoenix Hosiery Co.	*******		397,039 468,776 1,500,695 225,960 286
Pie Bakeries, Inc.		D41.563	313,408
Pie Bakeries, Inc. Pittsburgh Plate Glass Co. Pratt & Lambert, Inc. Propper-McCallum Hosiery Co		D41,563 D60,737	313,408 3,993,934 289,408 D318,390
Pratt & Lambert, Inc	*************	D84,457 D59,389 642,386 319,357	289,408
Pure Oil Company	h	642.386	811,086
Purity Bakeries Corp Pyrene Mfg. Co		317,337	741,885 D103,151
Pyrene Mfg. Co		D179,627	D103,151
Quaker Oats Co		4,280,613	4,444,104
Radio Corp. of America		D1,133,586	D582,094 D3,341,714 685,199 174,947
Radio-Keith-Orpheum Corp		D10,695,503	D3,341,714
Raybestos-Mannattan, Inc		96 795	174 947
Remington Arms Co		D794,242	D1,492,629
Reo Motor Car Co	*******	D2,878,938	D2,587,654
Republic Steel Corp		D11,261,195	D1,492,629 D2,587,654 D4,049,253 406,100
Revnolds Tobacco Co. R. I.	**************	33.674.800	
Rollins Hosiery Mills		D219,467	D44,294
Ross Gear & Tool Co		123,680	D44,294 139,091 145,221 146,968
Royal Typewriter Co., Inc		D423,668	145,221
Rubinatein Helena Inc	*******	120,009	182,408
Radio Corp. of America Radio-Keith-Orpheum Corp. Raybestos-Manhattan, Inc. Real Silk Hosiery Mills Remington Arms Co. Republic Steel Corp. Revere Copper & Brass, Inc. Reynolds Tobacco Co., R. J. Rollins Hosiery Mills Ross Gear & Tool Co. Royal Typewriter Co., Inc. Ruberoid Co.		D200,084	182,408 D61,156
Ruud Mig. Co.  Savage Arms Corp. Scott Paper Co. Scovill Manufacturing Co. Servel, Inc. Sharp & Dohme Shattuck Co., Frank G. Simmons Co. Skelly Oil Co. Spalding & Bros., A. G. Staley Mig. Co., A. E. Standard Brands, Inc. Standard Oil of Kansas Standard Oil of Ky. Standard Oil of Ohio Stearns & Co., Frederick Stein, A., & Co. Sterling Products, Inc. Stettoon Co., John B. Stewart-Warner Corp. Sun Oil Co. Sweets Company of America		D349,374	D236,325
Scott Paper Co		818,405 D1,322,933 D777,443 703,479 692,805	825 049
Scovill Manufacturing Co	* * * * * * * * * * * * * * * * * * * *	D1,322,933	305,688
Sharp & Dohme		703.479	305,688 D493,399 975,379 324,206
Shattuck Co., Frank G		692,805	324,206
Simmons Co		D2,884,147 D674,507	50,679
Skelly Oil Co	************	D674,507	D820,534
Staley Mfg. Co. A. E.	*******	D2,660,260 463,996	2 071 072
Standard Brands, Inc		15,001,491	15,048,795
Standard Oil of Kansas			D820,534 D1,962,002 2,071,072 15,048,795 77,790 2,623,509
Standard Oil of Ky	**************	2,593,981	2,623,509
Stearns & Co., Frederick		D1,206,361 D179,577	21.315
Stein, A., & Co	**************	D179,577 D76,381	2,623,509 D823,356 21,315 281,453
Sterling Products, Inc		9,348,314	
Stewart-Warner Corp.	**************	D638,840 D2.445 197	D1 791 060
Sun Oil Co	* * * * * * * * * * * * * * * * * * * *	4,198,046	6,971,844
Sweets Company of America	**************	D2,445,197 4,198,046 D129,110 D5,337,788	D93,841 D1,791,060 6,971,844 D86,522 10,149,582
Swift & Co		D5,337,788	
		D235,504 D2,161,841	D249,396 D491,003 115,718 173,678
		D2,161,841	D491,003
Thompson Products Inc.		D199,868 D182,098	173,718
Timken Detroit Axle Co		D1,193,873	
Timken Roller Bearing Co		D1,193,873 D482,828 964,964	2,172,850 1,418,277 D888,107
Truscon Steel Co.		D1,655,115	1,418,277 D888 107
Thermon Co. Thompson Products, Inc. Timken Detroit Axle Co. Timken Roller Bearing Co. Trico Products Corp. Truscon Steel Co. Truscos Uamp Works	*****************	D100,022	163,242
		D762,071	1.517.943
Underwood-Elliott-Fisher Union Carbide & Carbon Corp		8 781 426	1,517,943 14,172,927 1,954,279 D10,666 1,014,802 9,240,942 1,738,927
Union Oil Company of Calif.	*************	3,211,084	1,954,279
Union Oil Company of Calif. United American Bosch Corp. United Biscuit Co. of American United Fruit Co.	*****************	908 357	D10,666
United Fruit Co		5,707,221	9,240,942
		3,211,084 D1,857,128 908,357 5,707,221 1,599,416	1,738,927
U. S. Hoffman Machinery	***********	D1,088,961	D299,353

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Shipped Today.. Delivered Tomorrow..

## 2000 MILES OVERNIGHT

THIS newest, fastest service strips the shackles from your shipping -makes overnight deliveries to remote points everyday realities! Mats, plates, layouts, finished art work shipped today are delivered tomorrow-two-thirds of the way across the continent! Coast-to-coast shipping time is less than twenty hours!

United Air Lines Air Express is a completely coordinated system-linking 85 principal cities on the country's leading air routes. Fast rail schedules supplement this service to 23,000 other Railway Express Agency points.

The low rates include pick-up and delivery in leading towns as well as liability up to \$50.00 on shipments of 100 pounds or less. Phone Air Express Division, Railway Express Agency or any United Air Lines office for rates and schedules. Ask for illustrated free booklet, "How to Send Packages by Air Express."



Typical speeds and rates for packages flown on United Air Lines multimotored passenger express planes: Los Angeles-New York. . 20¾ hrs., costs \$5.50 (for 5 lbs.); San Francisco-Chicago...13½ hrs., \$4.74; Chicago-New York or Philadel-phia . . 5 hrs., \$2.14; Cleveland-Los Angeles . . 191/2 hrs., \$5.38.

AIR EXPRESS **UNITED AIR LINES** 

, 1934 33

70,237 32,312 07,081

02,683 03,958 43,648 97,039 68,776 25,960

13,408 89,408 18,390 11,086 41,885 03,151

44,104 82,094 841,714 85,199 174,947 192,629 587,654

149,253 406,100 153,721 144,294 139,091 145,221 146,968 182,408

061,156 236,325 825,948 305,688 493,399 975,379 324,206 50,679 820,534

962,002 071,072 77,790 623,509 823,356 21,315 281,453 ,161,977 D93,841 ,791,060

971,844 D86,522 149,582 249,396 491,003 115,718 173,678 ,256,869 ,172,850 ,418,277 0888,107

,517,943 ,172,927 ,954,279 D10,666

163,242

,014,802 ,240,942 ,738,927 299,353

Company	1932	1933
U. S. Industrial Alcohol Co. U. S. Playing Card Co. United States Rubber Co. U. S. Steel U. S. Tobacco Co. Universal Pictures Corp.	105,250 D10,358,374 D71,175,704 3,534,934	\$1,392,962 409,725 D606,337 D36,501,123 3,396,482 D1,016,893
Van Raalte Co. Vick Chemical, Inc.		143,881 2,339,296
Wahl Co. Waitt & Bond, Inc. Walworth Co. Ward Baking Corp. Warden Corp., Northam Warren Co., S. D. Watson Co., John Warren Webster-Eisenlohr, Inc. Westinghouse Elec. & Mfg. Co. Wheeling Steel Corp. White Rock Mineral Springs Co. Williams Oil-O-Matic Heating Corp. Wilson & Co., Inc. Worthington Pump & Machinery Corp. Wrigley, Wm., Jr., Co.	658,127 527,173 D1,202,264 D214,026 D330,005 D8,903,540 D3,274,832 728,474 19,609 51,336	100,165 D22,985 D865,879 397,431 404,610 D193,631 D225,446 D239,660 D8,636,841 D284,430 623,869 46,712 3,055,924 D1,184,642 7,528,678
Yale & Towne Mfg. Co	D780,222 D13,272,783	36,307 D8,342,901
Zonite Products Corp	563,400	371,552

# Check Local Radio Copy

M ISREPRESENTATION in the radio copy of local advertisers is under the surveillance of a new department established by the Chicago Better Business Bureau. Radio stations are helping check claims which are extravagant on their face to those who are experienced in judging merchandise values.

In some instances stations are submitting copies of continuities for check-up by the Bureau, thus instigating action even though no complaints may be received from

Appointed by Shell

L. H. Spiner has been appointed assistant manager of the sales promotionadvertising department of the Shell Petroleum Corporation, St. Louis, which he joined five years ago. He was recently elected one of three members of the executive committee of the NRA Liquefied Gas Code Committee.

#### Has Hotel Accounts

The Ralph H. Jones Company, advertising agency, has been appointed to handle the advertising of the National Hotel Management Company, Inc.; and the Hotel New Yorker, New York; Netherland-Plaza, Cincinnati; Book-Cadillac, Detroit; Van Cleve, Dayton and The Ritz-Carlton, Atlantic City.

those who might be imposed upon. The Chicago Bureau, like the New York Better Business Bureau, sometimes employs phonograph records to record broadcasts. H. J. Kenner, manager of the New York Bureau, reports that where offense is committed he has found the stations quick to co-operate.

It is recognized that each station, like a newspaper, has its own standards. The purpose of the Bureau is to furnish the stations with facts that will assist them in maintaining those standards.

#### Kane with Campbell-Ewald

Frank G. Kane has been appointed a vice-president of the Campbell-Ewald Company, Detroit, and will supervise the advertising account of the Pontiac Motor Company. He has been with Erwin, Wasey & Company for nine years as copy writer, copy chief and account executive.

#### Join Fletcher & Ellis

Jerry Cady, former program director of Station KFI, Los Angeles, has joined the radio department of Fletcher & Ellis, Inc., New York agency. Hubert Townsend, former art director with Hanff-Metzger, Inc., has joined the agency's art department.

Palmolive



# Progress

Chicago's up-to-date newspaper announces with pride the progress evidenced by removal to its up-to-date building at 211 West Wacker Drive, on Monday, April 9, 1934.

# DATLY ILLUSTED TIMES CHICAGO'S PICTURE NEWSPAPER

National Representatives:

THE SAWYER-FERGUSON-WALKER CO.

Palmolive Building, Chicago

220 E. 42nd St., New York

36,307 342,901 371,552

1034 33 92,962 99,725 96,337 96,482 16,893 43,881 39,296 00,165 22,985 65,879 97,431 04,610 93,631 25,446 39,660 36,841 84,430 23,869 46,712 55,924 84,642 28,678

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# The penalty of being "Old and Successful."

The penalty—being taken for granted.

A firm, long leading its field in volume or style or new product development, finds each further advance taken as something to be expected.

While some new, young competitor toddles forward a step to the surprised applause of many, the "Old and Successful" races on to a new mile post, only to find it taken as a matter of prescript.

Only one solution offers itself to the "Old and Successful"—being Merchandisingly Alert. Strong capable sales and advertising afford the only choice from the downward slip of public apathy. Without it they may remain "Old" but not long "Successful."

That is why in a recently published list of afformation and afformation and and a strong and a s

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In all, 1,735 readers in these 238 concerns -1,555 of the WEEKLY, 1,197 of the MONTHLY. Of these 229 major executives (general managers or above), 244 sales executives, 300 advertising executives. These three identified groups alone numbering 773-not so bad in 238 concerns.

Only by being "Old and Successful" itself can Printers' INK build, over a period of years, such reader respect and confidence. And only by keeping thoroughly alert in every operation-editorial, circulation and advertising, has that position been held year in and year out.

hey may Even today, with all the scramble for position going on in every field, no publication ed list of affords more than 52% PRINTERS' INK'S industry identified, honestly audited and paidor more in-advance circulation among advertisers Merchan and agencies. None within 65% that of NK audi PRINTERS' INK MONTHLY. And all circuness men lation tested by time.



## Without the Product

BUICK a couple of years ago made the discovery that it was possible to create a striking advertising illustration suggesting speed, beauty and everything else desirable in a car without bothering to show a car. The result was the famous outdoor advertisement in which the Buick was very much off-stage and becoming rapidly off-stager.

New Lock to Be Advertised

The Dudley Lock Corporation, Chicago, has appointed Batten, Barton, Durstine & Osborn, Inc., as its advertising agent. The company is about to introduce a new lock, described as pick-proof. Advertising will be directed from the agency's Chicago office.

Death of Wayne C. Calhoun

Wayne C. Calhoun, forty-five, vicepresident of The Procter & Collier Company, Inc., Cincinnati advertising agency, died by his own hand at that city, recently. He was formerly with the Cincinnati Post and later was sales manager of the Estate Stove Company.

Appoint Reese

The advertising of the following, has been placed with Thomas H. Reese & Company, Inc.: Bournefield, linens and lingerie; Rotholz, gowns, and Russ Russell. millinery.

#### New Account to Weiler

A Rosenblatt Sons & Company, Inc., Philadelphia, children's dresses, has appointed the Sidney H. Weiler Advertising Agency, of that city, to direct its advertising. Now Lee of Conshohocken in an outdoor series is not bothering to show tires—or even cars. Instead it has developed a series of posters built around the desirable qualities of a tire.

The poster reproduced above is the first of this year's series and is being shown throughout the company's territory in the East and

South.

#### Clint Cleveland Advanced

Clint Cleveland has been appointed advertising manager of the Lexington, Ky., Leader. He joined the Leader in 1921. Later he was advertising manager of the Wolf-Wile department store of that city. He returned to the Leader in 1926.

Iron Works to Low

The Somerville Iron Works, Somerville, N. J., water heaters, have appointed the F. J. Low Company, Inc., New York, to handle their advertising. Business papers and direct mail will be used.

#### Death of F. C. Lee

F. C. Lee, forty-seven, advertising man in charge of copyrights for the Goodyear Tire & Rubber Company, and his wife were killed last week when a train struck their automobile on a crossing near Bedford, Ohio.

#### Seid Agency Named

The August E. Drucker Company, San Francisco, has appointed Frederick Seid, of that city, to direct the advertising of Revelation tooth powder. Business papers and some Eastern newspapers will be used.

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## First Serve, Then Sell

A New Kind of Institutional Advertising, Canadian Style, with No Chest Pounding

A SIXTEEN-PAGE advertising insert in the April issues of three magazines; the message in regular magazine story form, accompanied by a number of four-color illustrations; utterly devoid of any of the earmarks of advertising, as generally accepted; the tale signed by a prominent magazine writer, and listed in the table of contents—what is the story behind this unusual effort?

Here are the facts and philosophy, furnished by B. W. Keightley, advertising manager of Canadian Industries Limited, Montreal, the company that sponsored the insert:

Mr. Keightley had some ideas about present-day advertising. He believed a change was taking place. His thoughts ran something like this:

The day of assertion in advertising seems to be giving way to the day of information. The public

can no longer be browbeaten. Advertising is following in the footsteps of face-to-face selling, in which the blatant methods of the loud-voiced salesman in the check suit are being replaced by the quietly informative technique of the modern seller of goods and service. Advertising is leaving behind exaggeration and over-assertion, and proceeds in quieter, more rational channels of information.

Like the quiet, but well-informed salesman, it seeks first to serve, and then to sell. It serves customers by giving facts of primary interest to the prospect. It is a welcome change. Advertising was tending to become static, to get chalk in its bones. There were certain conventional elements—border, picture, head, subhead, copy, signature many advertisers kept on doing the same things in the same way—over and over and over again.

The conventional formula upon which much advertising has been built extolled loudly the virtues of the product, with a monotonous use of superlative phrasing.

The problem which faced Canadian Industries Limited in its institutional advertising was to discover a means to convey to the Canadian public at large a clear picture of its varied activities, of its numerous divisions manufacturing the widest variety of products, all inter-related by the use of certain basic materials and welded



The Invisible Science

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ALAH JACKSON

First page of the sixteen-page insert

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together by the common denominator of chemical industry. effort was intended to form a backdrop against which C-I-L's diversified product advertising would ap-For its many individual products the company uses practically all recognized forms of advertising.

There was, of course, to be considered and rejected, the conventional, handsome series of institutional advertisements, with the customary amount of tiresome chest-pounding. Such series have been used extensively and with some degree of success in the past, but it is a formula that this company believes to be threadbare.

Moreover, the nature of the story demanded that all of it be told at one time, if it was to be compre-hended at all. Series of advertisements of which some would inevitably be missed by some readers, were obviously not indicated. In this manner, then, the function of the advertisement determined its form-an illustrated magazine article, carrying information, rather than trying to sell.

The next step was to determine the amount of space necessary to carry adequately the information which this company wished to impart to the public. Then to find a writer who could discover in business those angles which would interest a lay public. Finally to select the media.

A sixteen-page insert, with half

## Sherwin-Williams Starts Spring

Campaign Seven magazines and a national newspaper are being used in a campaign which the Sherwin-Williams Company, Cleveland, started this week. During March and April copy will feature Semi-Lustre but, as with all advertising in the series, descriptive mention will also be made of other S-W products and copies of "The Home Decorator," a booklet, offered. booklet, offered.

Death of H. H. Cooke

Henry H. Cooke, long engaged in
the printing and publishing business,
died at New York last week, aged seventy-two. For twenty years he was
associated with the William Green Corporation, later joining the Plandome
Press. He is survived by his son,
Douglas H. Cooke, former publisher of
Judge. Judge.

the space to be devoted to illustrations, some of them paintings in oil and water color, was deemed sufficient. The writer, Alan Jackson, was given carte blanche accumulate information concerning C-I-L, with permission to visit plants, to interview executive The spirit and the form of the article was similar to that employed by Fortune.

The pictures painted especially to accompany the story were executed by such well-known Canadian artas Charles W. Simpson, A.R.C.A., Albert Cloutier, Charles Fainmel and the American painter, Lynn Bogue Hunt.

Because it was realized that the entire value of this effort depended upon keeping faith with the reader in furnishing material of undoubted reader interest, anything verging on accepted advertising was de-

The title of this article was "The Invisible Science." The opening ry." Then it theme was "chemistry." talked specifically about Canadian Industries Limited and its products -explosives, paint and varnish, salt, fertilizer, etc. (Canadian Industries Limited is the du Pont of Canada.)

Being printed on special stock and because of its format, this insert was easily identified as something apart from the rest of the magazine. But there was no company signature and no identifying "advertisement."

## Harry E. Phelps Joins

Needham, Louis & Brorby
Harry E. Phelps has joined Needham,
Louis & Brorby, Inc., Chicago. He was
formerly a sales executive with the
United States Rubber Corporation, then
advertising and sales promotion manager for the Kraft Cheese Company
and, later, a partner in the BrennanPhelps Company, Chicago agency.

## Parton with Jones Agency

Hugo Parton, copy chief of the L. H. Hartman Company, New York, has joined the New York staff of the Ralph H. Jones Company. He was formerly with Erwin, Wasey & Company.

### Packard Plans New Car

The Packard Motor Car Company plans to expand its line and add a low-price car which, it is expected will be placed upon the market soon.

## Aetna Sponsors Auto Show

IT remained for an advertiser outside of the motor industry to compile and offer for distribution what is probably the most complete booklet on motor cars ever issued. Booklets larger in size may have been issued, but Aetna's promotional piece, which primarily aims at selling automobile insurance, catalogs thirty-one makes of cars.

The book has its genesis in the motor industry's own auto shows. Actna lifts the idea and adapting it to direct mail, sponsors a show which brings to motorists a photographic exhibition of 151 latest models, each model accompanied with its list price and a tag reporting the number of cylinders, horse-power and wheelbase.

"Why," Aetna asks, "should we be promoting the sale of new cars when there are plenty of old cars on the highways whose owners are still without adequate automobile insurance?" The answer is that it believes everyone is interested in new cars.

The book has seventy-two pages. A spread is devoted to each make of car, the left-hand page reproducing its most popular model; the right-hand page featuring smaller illustrations of other models in the line.

To assist Aetna agents further in fostering reciprocal relations with auto dealers, a return post-card will accompany each book. Prospective buyers are invited to check the three or four cars about which they would be interested in receiving complete specifications and descriptive matter.

This will benefit an agent in two ways. First he will have an opportunity to deliver personally this material which the prospect has asked for.

Second, the agent very likely will benefit from the good-will of the dealer to whom leads are supplied.

Of course, sandwiched in between the book's photographs, are facts and data about Aetna and its service. Of the A.F. of L. -company union Controversy?

See page 21 April-NATION'S BUSINESS

WHAT qualifications are you looking for in a man?

Men of varied experience and ability advertise in these pages, seeking opportunity to sell their services.

The chances are you will find several likely candidates for the job by looking over recent advertisements. Many competent men have been located in this manner with a minimum of expense and trouble.

If you have any difficulty in finding a man to measure up to your specific requirements, locate him by advertising in PRINTERS' INK. It requires only a small expenditure to get into touch with really worth-while men.

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## That AWA Forum

THE AMERICAN WOMAN'S ASSOCIATION

NEW YORK

Editor of PRINTERS' INK:

Your editorial, "Dangerous Doctrine," in the issue of PRINTERS' INK for March 15 has caused "attention calling" in my direction. I am hastening to reply to it, and to make a request.

The American Woman's Association is a non-partisan organization. With a membership of 4,000 women who represent every political, economic, social, religious and other viewpoint, it is our pur-pose to keep them informed on developments in all fields thought. It is not our purpose to promote any specific viewpoint.

What we try to do in our various forums is to bring recognized authorities who can present authoritatively on every side of whatever question is under discussion. On the basis of the complete background of information given, our members are then better able to make their own decisions.

The enclosed story in our AWA Bulletin of March 1, announcing the forum on the Copeland Bill, March 5, speaks for itself. Digges was one of the speakers,

as you will see-but only one.\*

Our request is, since we are not a partisan organization, and do not want to be represented as one, that you make some statement in a future issue which will clear up this point in the minds of your readers. We will deeply appreciate your doing this not only in the general interest of your readers but in the interest of many of our members who are readers of PRINTERS' INK and who are calling our attention to your editorial of March 15.

VERA KELSEY, News Service Director.

\* The AWA Bulletin attached to Miss Kelsey's letter announces the program for the forum in part as follows:

"One of the speakers is Dr. Haven Emerson, a member of the committee of the American Medical Association responsible for the study of the cost of medical care.

"The second speaker is Mr. Arthur Kallett, co-author with F. J. Schlink of that much discussed book, '100,-000,000 Guinea Pigs.'

"The third speaker will be a representative of the Association of National Advertisers, speaking for manufacturers and publishers. He is Mr. I. W. Digges, a member of the bars of New York and Virginia."

### Liquor Papers Merge

The Beverage Retailer and Whole-saler, a weekly, has absorbed the Wine & Liquor Dealer News. M. E. Lerner, of the latter publication, has joined the advertising staff of the Beverage Retailer and Wholesaler, which will hereafter have its offices at 1819 Broad-way New York way, New York.

## New Account to Gray

The Standard Tank & Seat Company, Camden, N. J., toilet seats, has appointed Jerome B. Gray & Company, Philadelphia, to direct its advertising account.

#### Winter, Fire Commissioner

Arthur W. Winter, vice-president of Evans-Winter-Hebb, Inc., Detroit, ad-vertising printing, has been appointed a member of the Detroit Board of Fire Commissioners.

#### Prentis Heads Armstrong Cork

H. W. Prentis, Jr., first vice-president of the Armstrong Cork Company,

Ident of the Armstrong Cork Company, Lancaster, Pa., has been elected president. He succeeds John J. Evans, who becomes chairman of the board. Mr. Prentis joined the company is 1907. In 1911 be organized the company's first advertising department of which he because manager. which he became manager. In 1920 he organized and managed the floor divi-sion sales department. Later he became

general sales manager.

Mr. Prentis was at one time Western manager of the Orange Judd Publications.

#### Appoints Williams and Reilly

The Timken-Detroit Axle Company, Detroit, has appointed Williams and Reilly, Chicago agency, to handle a compaign in automotive business papers on axles.

THE SECOND ANNUAL PACKAGING ROUND TABLE

LAST year Printers' Ink Monthly invited a number of designers to participate in a round-table discussion of package problems. So many important questions were brought up and the different viewpoints were so interesting it was decided to make this an annual event.

The industrial designers present at the 1934 roundtable on March 15 at the Princeton Club, New York, included Simon de Vaulchier, Robert L. Leonard, Martin Ullman, Ben Nash, Arthur S. Allen, Egmont Arens, Joseph Sinel, George Blow and Gustav Jensen.

The actual stenographic notes of this second round-table discussion on improvement of packaging the past year are printed in the April issue of *Printers' Ink Montbly*.

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## PRINTERS' INK

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell John Irving Romer, Editor and President 1908 — 1933

PRINTERS' INK PUBLISHING Co., INC. 185 MADISON AVENUE, New YORK

ROY DICKINSON, President DOUGLAS TAYLOR, Vice-President R. W. LAWRENCE, Secretary DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue, Gove Compron, Manager. Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinnsy, Manager. Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor C. B. LARRABEE, Managing Editor R. W. PALMER, Associate Editor ANDREW M. HOWE, Associate Editor BERNARD A. GRIMES, News Editor

H. W. Marks
Eldridge Peterson
Joel Lewis
Arthur H. Little
S. E. Leith

Chicago: P. H. Erbes, Jr. London: McDonough Russell

NEW YORK, APRIL 5, 1934

Leadership, in a Cage
In a cage at Yale there is a chimpanzee that ought

to be brought out of the academic seclusion of the department of comparative psychology and given a job in which he might save the nation.

We are lost in a fog of economics. And our leaders confound our confusion.

Over the veto of the President, Congress votes to shovel out to Federal employees and to ex-soldiers some \$228,000,000; and, at virtually the same instant, the Civil Works Administration chops off the purchasing power of an army of civilians.

Asked to boost pay-rolls, the recalcitrant wing of business management stamps its foot and says, "I won't!" And U. S. Steel and General Electric, acting as in

unison, raise wages 10 per cent.

Men of mature experience insist
that our salvation lies along the
road of increased consumption and
strengthened distribution; and men
less mature but more dyspeptic
harangue us with the complaint
that distribution already has been
overdone and that advertising is an

economic waste.

And now comes Dr. H. W. Nissen, of the psychology department at Yale, to tell the New York Academy of Sciences about the chimp at New Haven and what he—the chimp—has learned about colored chips.

He knows, does this sapient monk, that, to acquire chips, he must work. With his wages, he goes to a chimpanzee department store and, by operating "chipomats," he buys food. In addition, he can buy entertainment and play, and even an interlude of liberty—a sort of monkey's vacation—outside his cage.

Nor does he scrimp. A chip in his fist is a chip to be spent—for food if he's hungry, and for fun if he's not. Yet he'll save. If the "chipomats" are closed, he hides his chips—until the "chipomats" open.

Enmeshed in spun-glass theory, many of us humans seem to have forgotten what money is and what it's for. We need to go back to fundamentals; and here is a primitive intelligence well qualified to lead us there.

Let us set up Yale's chimpanzee somewhere as a sort of national example. Immeasurably, he would help our statesmen; and even more immeasurably he would clarify and rationalize the thinking of our economists.

No Time to Lie-to

The NRA is plowing through her heaviest weather; and if, as she heaves, the white-flecked seas come aboard at her

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quarter and go foaming off over her leeward rail, let us yet remember that a ship that rolls them off is a ship that lives.

Behind her is the squall that, had it grown to a hurricane, would have swamped her. Behind her is the threatened paralysis of the automobile industry.

With that wage controversy in his wake, Skipper Johnson now lays his course toward what he hopes—and you may be sure that he does so hope—will be calmer waters.

Specifically, he is moving now, toward a re-grouping of all the codes under twenty major classifications for purposes of enforcement; and already he has prepared to strengthen the National Compliance Board.

But, although disaster is past, the skipper still will be a busy man.

Recovery is inextricably bound up with employment and with purchasing power; and creation of purchasing power is a part of Skipper Johnson's job.

Says a section of the report of a survey conducted by a firm of investment managers:

"Illustrative of one phase of the national problem immediately at hand is information obtained from the head of one of the very large retail chains. He told us recently that in one of his company's stores over a certain period, of \$20,000 taken in, \$7,000 was in the form of CWA checks.

"This is probably an extreme instance; but it poses the question of whether private business will be able to take up the slack when Government spending finally is slowed down."

Johnson will watch—as will all industrialists—what effects will flow from CWA demobilization. Will industry be able to carry the transferred load? There are grave doubts. Even conservative interests, normally opposed to increasing Federal expense and thus increasing Federal taxes, contend that to terminate the work of the CWA will be to leave business holding the bag.

PRINTERS' INK

There is wisdom in the thought that Washington must do its part, not by decreasing expenditures for revival and relief, but by increasing them.

For after all, to return to our original metaphor, even the staunchest of ships must have fuel.

Doctors
Disagree

Last week in New
York City 1,500
dentists listened to

a debate on the subject, "Resolved: That a clean tooth does not decay and that mouth cleanliness affords the best-known protection against dental caries." On each side were eminent dentists of the highest professional standing. When it was finished the audience was pretty well divided in its opinions.

This controversy indicates how difficult it is to determine the rights or wrongs of advertising by consulting "recognized medical opinion." It shows some of the pitfalls that face the Department of Agriculture in its administration of the Copeland Bill, when, as and if that legislation passes.

When a comparatively simple disease such as dental caries, which, by the way, was definitely named in an earlier draft of the Copeland Bill, presents such scientific obstacles to leaders in the dental profession, just where is the Department to turn for guidance in making decisions on knotty cases? As PRINTERS' INK indicated the week after the introduction of the Tugwell Bill, doctors have a habit of disagreeing. This makes it doubly necessary for the Government to avoid placing too much influence in the dicta of faddists and radical specialists.

Of course, there are advertised cures for certain diseases, such as

cancer, whose claims are so palpably vicious and false that even a roadside herb doctor can determine their lack of merit. As a matter of public welfare these should be denied the right to advertise.

On the other hand in cases where "recognized medical opinion" can reach no agreement the administrators of pure food and drug legislation will be forced to tread lightly as well as with unusual circumspection.

Dr. William A. No Cause Wirt of Gary, for Worry Ind., doesn't seem to be scaring very many people (excepting possibly Senator Robinson of his State) with his story about a so-called revolution that is

being fomented by the brain trust. Mrs. Roosevelt, for one, isn't looking for a revolution. Neither does she look upon her husband as the Kerensky of the alleged movement out of which a Stalin is supposed to come.

Her assurance, given last Monday at her weekly press conference, ought to help some.

And she is probably right-unless, as a waggish Washington correspondent suggests-the brain trust might arrange to have the President held captive for a week and allow Senator Robinson and Senator Fess to run the country during that time. In which event there would be a revolution sure enough.

Meanwhile, there are the statements of Alfred P. Sloan, Jr., president of General Motors, and Myron C. Taylor, chairman of the U. S. Steel Corporation, that complete economic recovery has set in. Mr. Taylor says that whereas a year ago we thought we had turned the corner, "today we know we have."

All things considered, then-and fortified by the convictions of Mrs. Roosevelt, Mr. Sloan and Mr. Taylor-we had better forget about the revolution and go earnestly to work just as we would if we had never heard of Dr. Wirt and the brain

Laboring in the Open Wider, cause of a num-Please ber of publicspirited interests, a special committee is on the prowl, by mail, for some toothsome person, as yet undiscovered and unsung, who, with ceremonies that likely will be more than appropriate, will be crowned Miss All-American Dental Charm of 1934.

In deep seclusion-probably in one of the under-water vaults of the Federal Reserve Bank of New York-the committee will pick, from smiling photographs, three

finalists.

The three will be invited to-of all places—the Century of Progress Exposition; and there the committee will make notes while the contestants smile, and while some excited sports announcer, no doubt, broadcasts the progress of the struggle and, amid the cheering of what undoubtedly will be a Garrison finish, releases to the waiting world the name of the winnah.

Thus quaintly does the impulse to advertise manifest itself in ways that are queer and cock-eyed.

Yet to those who, viewing this phenomenon, entertain fears for our civilization, we can transmit at least a modicum of reassurance. On the committee, to be sure, there's a dentist. His interest, as he plies mirror and cavity probe, will be strictly professional. But on the committee, also, there are an authority on feminine charm, a beautician, and an artist.

Hence, we may be reasonably sure that our Dental Charm queen will not be selected on points purely dental, and so will not be a person so designed as to stop a clock when she closes her mouth.

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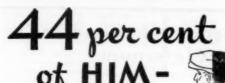
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EARLY half of \*him has traveled on ocean liners-he is that kind of man.

He wants the better things in life, and has the price. He is a leader in his community—usually heads his own company-employs ten or more people—is distinctly a "key man."

\*He is a Rotarian, reads The Rotarian Magazine (far more regularly than he reads any other).

Advertise to him-he represents the best buying power in America. He will be interested in your Automobile, your Luxury, your Thin Market Product.

In a "rated" mailing list he would cost you at least \$15.00 per thousand. With a Rotarian page at \$429—going up soon-you reach him at \$3.30 per thousand. An exceptional Buy! .

## More Facts About The Rotarian's Readers:

own automobiles in the high priced or medium priced classes. 69%

own their own homes, 74% while 93% live in houses. are directors in more

32% than one company. play golf actively. 73% 59% are members of country clubs.

Dictate a note to The Rotarian, 211 W. Wacker Drive, Chicago, and a representative will call, with graphic Facts, a few Questions, and not much Conversation.

# ROTARIAN MAGAZIN

85% of the Rotary Clubs Are in Towns of 25,000 and Under

## The Little Schoolmaster's Classroom

THE Schoolmaster has listened to many an argument over "scare copy." He, himself, has remained more or less neutral, although he has always doubted if pictures that make a reader's heart stand still

create a favorable attitude toward the advertiser. He has had to admit, however, that many apparently successful campaigns have been built around sickening, heart-rending accidents.

Usually the Schoolmaster, being an old softie, glances at such pictures, shudders and turns the page as quickly as possible. He is willing to admit, however, that he is possibly not

typical.

He thinks that perhaps the same results, in fact perhaps better results, may be obtained in another way without offending even a few people. Followers of the fear school would have shown an entirely different type of picture than the one reproduced here in order to make the point. The sight of a boy being electrocuted

as he clings helplessly to a kite string hung over an electric wire would be startling, to say the least. It would get attention, but would it make any deeper impression than this one? Parents who read the linesman's cautioning words will be able to imagine the consequences of careless kite flying without seeing a picture.

The Union Gas & Electric Com-

pany, of Cincinnati, evidently agrees with the Schoolmaster.

William D. Sloan, of Batten, Barton, Durstine & Osborn, Inc.,

sends the Class a most interesting example of the unusual in letters. These letters were used by the Remington Arms Company which wanted to build enthusiasm among dealers for a new indoor target



cartridge which has just been per-fected. The main feature of the new cartridge is that it cuts a clean sharp hole in the target.

The company created a letter-head on which were printed two bull's-eyes. Under the one at the left was the caption, "The Old," and under that at the right the caption, "The New." Beneath was a line saying "A new Kleanbore target cartridge-easy to scoreeasy to spot-cuts a clean hole in the target."

To get the story across, the company engaged Frederic O. Kuhn,

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sible, he

national small bore champion, to shoot 900 letterheads. There were four shots in each letterhead, making a total of 3,600, which took Mr. Kuhn approximately three days of consistent target shooting to complete. Each letterhead, therefore, bore a graphic demonstration of the sales story, a demonstration that could have been gotten over in no other way.

From that citadel of Middle-Western culture, Evanston, Ill., comes an example of what may be called, in the fullest sense of the term, advertising ingenuity. Some of the employees of a dry cleaner there decided upon a strike and, with something of an eye to advertising values, the pickets were dressed in the colorful modes of George Washington's time. This not only served to attract considerable attention, but presumably provided a tie-in with the patriotism and crusading spirit of our forefathers.

The proprietor of the dry cleaning shop, however, was possessed of even greater advertising sagacity than his would-be harassers. He erected a sign in the window which read:

"Special Prices for Colonial Day."

The Schoolmaster was discussing letter writing with the head of a company that has been advertising consistently for years.

"I have learned one thing about letter writing," said the executive, "and that is, never to answer a letter without anticipating the answer that the recipient in his turn may make to the letter.

"The result is that any letter that may be written in answer to an inquiry is much more informative than it would be if the writer merely answered the questions brought up in the letter itself. Just as any conversation develops a number of interesting questions, so does any interchange of letters bring up ideas that were not thought of when the first letter was written. If a writer can anticipate as many of these questions as pos-

sible, he is bound to make his

# AGENCY WANTED

I'm particular about the ceiling because lack of room at the top is the very reason I want to quit the agency where I'm now working, It's a lively 4-A outhit, and for the last five years I've been here batting out copy and roughs—but I'm as happy as a lightning bug in a milk bottle.

Not yet thirty, and I have a fair notion of What Every Advertising Man Should Know. I get the kind of copy ideas you don't see walking down the street every day. However, you won't hire me unless you can judge an advertising man on the hoof; I haven't any million-dollar-campaign samples. Perhaps there's a clairvoyant agency executive who will buy my future. Do I hear a bid? "T," Box 200, Printers' Ink.



## A New PIPE THRILL

 Executive staffs in the office, executives in their homes, in fact executives everywhere prefer the full flavor of Heine's Blend, made of choicest tobacco.

• Once tried—it is usually smoked regularly. That's why we say "Get

the thrill of He in e's Blend." Ask for a generous sample.



## HEINE'S BLEND

HEINE'S TOBACCO CO. Massillon, Ohio.

Denver West... SUTLIFF TOBACCO CO., San Francisco, Calif.

Gentlemen: If there's any new thrill in a pipe I want it. Send me generous sample of Heine's Blend.

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O. Kuhn,

## Outstanding Copy-Contact Executive

A copy man whose writing is strong without superlatives, original without being "smart," simple and logical at all times. Conventionality will not be accepted. Experience on travel accounts essential, but ability to work on general accounts required. Must be a creative executive of proved competence.

Pacific Coast four "A" agency offers an unusual opportunity to the right man, accustomed to hard work and responsibility and who thrives on both.

Detail your experience, references, minimum beginning salary, and age. Samples and photo required. Correspondence confidential. Address "X," Box 194, Printers' Ink.

## gency Invites **Advertising Executive**

Account Executive, preferably familiar with "downtown" financial, steamship, travel, bank and legal lines, is offered desirable association with small Agency, long established, with excellent facilities. Write fully in confidence to "B," Box 195, Printers' Ink. Our executives know of this advertisement.

## **Product Wanted**

Successful experienced distributor properly financed seeks new product for New England market. Satisfactory references furnished.

AMOS L. TOWLE Room 309 7 Willow Street, Lynn, Massachusetts letters longer but at the same time they will be more effective and more informative.

"It is my idea that a great many advertising campaigns might be improved-some of them, indeed, would be killed aborning-if the men preparing the advertising would answer possible objections to their sales arguments.

"For instance, a number of highly competitive advertising campaigns during the last few years have resulted in the washing of a lot of unnecessary dirty linen in public, with an inevitable lowering of public confidence in advertising. I am certain that if the companies that started the competitive battle had fought through logically to the conclusion they would have found that their advertising was not only an invitation for consumers to buy but was a strong challenge to competitors to use bitter tactics.'

The Schoolmaster presents the idea to the Class as an excellent one to be followed.

This particular executive told of an experience of several years ago when he received a sales letter from a publication advertising manager offering space at a very high rate and announcing that the space would be allotted according to the postmarked dates on the letters of application.

'If the man who wrote that letter," the executive added, "had thought of himself as the recipient and not as the sender he would never have written it. The most disastrous effect it had was that when he sent his salesmen around to solicit space later in almost every case they were laughed out of the offices of the men whom they solicited."

across an interesting cigar display box distributed by the Garcia Grande Cigar Co. It is a metal container for a box of cigars, tilted

The Schoolmaster recently came from back to front, at the base of which is an electric lighter with

GIBBONS KNOWS CANADA

REGINA CALGARY EDMONTON Cla line

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## Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

#### BUSINESS OPPORTUNITIES

## AGENCY MAN WANTED

Philadelphia advertising agency, with opportunities for expansion, desires to have affiliated with it an additional experienced agency man; one who has a small agency or is at present represent-ing large agency. This man must have experience in the handling of national accounts.

To the right man we offer a partnership without cash investment. Applicant must reside in Philadelphia or New York City and at present handle Philadelphia accounts.

Replies treated in strict confidence. Box 756, Printers' Ink.

#### HELP WANTED

ADVERTISING SALESMAN \$100 per week and bonus to young man who has advertising sales record warranting this amount. State age, completely list experience and actual sales record. Address Mid East News Magazine, Box 748, Printers' Ink.

Advertising Contact Man, capable of producing business, may secure a salary commission arrangement with wellestablished, fully recognized agency. Only man with genial personality and a real developer of business will be considered. Our staff know of this ad. Box 749, P. I.

PRINTING SALESMAN whose clientele PRINTING SALESMAN whose clientele provides exceptionally good yearly earnings can acquire an interest in a printing establishment doing the better class of work. No financial investment required. Salary or commission. Our staff knows of this advertisement. Box 751, Printers' Ink.

Salesman to Solicit Business from Production Men of Advertising Agencies. Selling Experience Not Important, But Acquaintance Essential. An Opportunity for the Right Man. Box 757, Printers' Ink.

Creative Contact Man with food experience for large New York advertising agency. Gentile. College man preferred. Intelligent, hard working, straight honest thinker, with plenty of experience in all phases of advertising. Must be able to plan and produce entire campaigns. Write in full, giving experience and salary. This is an important job. Box 759, Printers' Ink.

#### POSITIONS WANTED

Machinery Manufacturers-Can you use the services of a young man, 28, college graduate, with thorough experience in Advertising and Sales Correspondence? Box 754, Printers' Ink.

YOUNG WOMAN—Agency art dept. experience layouts—good letterer—also stenography and typing. Make good assistant to artist or art director. Box 747, Printers' Ink.

My Ideas, Layouts and Copy bring desired results because I combine photography, engraving, topography, literature and psychology for effective advertising. References. Box 753, Printers' Ink.

ONLY \$40 A WEEK
Gets the best that is in this experienced, trade, technical and industrial advertising man. Graduate engineer. Extensive experience. Box 750, Printers' Ink.

## CARTOONIST

12 years' varied agency experience; nat'l advertisers' direct-mail and news-paper campaigns. Box 746, Printers' Ink.

Proven Sales Experience Available-College graduate—now employed, wants to enter food industry. Can plan, direct and work in field. Immediate compensation not as important as future oppor-tunities. Box 752, Printers' Ink.

ADVERTISING SALESMAN - Long. successful experience in general and class magazine and trade publication work, best credentials, available for publisher needing first-class New York representa-tive; salary or commission. Box 755, P. I.

EXECUTIVE'S SECRETARY

I wish to recommend a former secretary to some executive in the advertising, publishing or marketing fields. This young woman is of the highest character, attractive personality and appearance. A capable correspondent and stenographer. Six years in sales, advertising and personnel work with two nationally known companies. Box 758, Printers' Ink.

Are you in need of sales, advertising or merchandising help? Many good men advertise in these pages to market their services and experience. Perhaps you won't have to look farther than this issue for the man you want.

If you experience difficulty in locating your man, advertise for him in PRINT-ERS' INK. Likely the very man for the job will show himself among the fine field of applicants your ad will attract.

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E E G I N A CALGARY EDMONTON VANCOUVE

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Every effort is made to keep this index free of errors, but no responsibility is assumed for any omission. coils which charge up almost instantly when a lever is pressed.

The value of this display lies in the inducement to the dealer to give preferred position to Garcia



Grandes in preference to other brands, and also in the convenience of the lighter in small stores which ordinarily have only a box of matches on the counter.

Preferred position is a great asset to fast turnover goods, known in department-store parlance as "traffic items," and the sale of cigars, candy, confections of any kind may be substantially increased by proximity to the cash register. Many cigar smokers, especially those who smoke them irregularly, are not committed to any one brand, but will usually select whatever well-known, advertised cigar to which their attention is first directed.

A brief check-up among druggists and independent cigar stores revealed that wherever this display box was in use the sale of Garcia Grandes had increased noticeably. One druggist said it was one of the best things of its kind he had yet seen; another found it so successful that, in his own words, "Garcia Grandes sell well enough anyway, so I put a poor seller in the box, and now it's starting to pick up, too." This evidently, is one of the penalties of ingenuity.

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. 5, 1934





# SPEED QUALITY MODERATE PRICE

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